

AMERICAN NURSERYMAN

The Nurseryman's Forte: To Make America More Beautiful and Fruitful

JUNE 15, 1954



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The Nurseryman's Forte: To Make America More Beautiful and Fruitful

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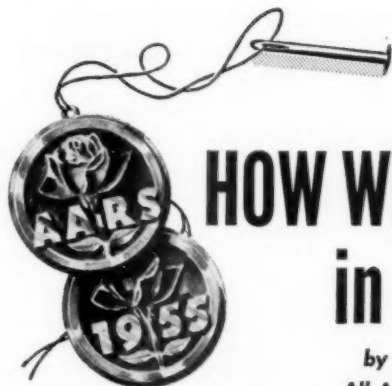
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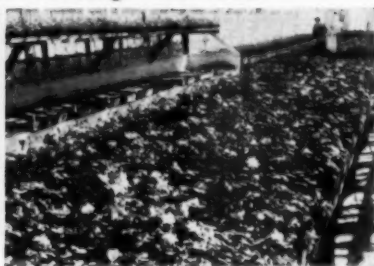
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AMERICAN NURSERYMAN

F. R. KILNER
Editor and Publisher

KENNETH A. BRENT
Managing Editor

Editorial

GOOD MANAGEMENT NEEDED

While there may be good reason to believe that the present period of business readjustment is not likely to be of such proportions as to be termed a recession, there is small doubt that the postwar boom days are over. The effect has not only been felt by those industries which have caught up with the severe war-time shortages, but it has extended to other fields as well, because careless spending and easy management are things of the past, and the gravy is no longer so thick and juicy as it was.

The process of tightening the purse strings has extended from business offices to homes, so that nurserymen have to some degree felt the public's seeking for lower prices and better bargains. The building boom has continued to maintain the strong demand for nursery stock, and there has been no lack of turnover so far as physical volume is concerned. Unless prices are raised, however, expenses continue to creep up until profits are impaired.

Hence the need for closer management, more keenly felt in other industries, whose experiences can be read in the business columns of newspapers and magazines which treat of such subjects. If selling prices cannot be raised, costs must be kept under tighter control, and the nurseryman must scrutinize his operations to see whether any laxness has crept in during the good times.

Selling effort may need to be increased in order to bring in added volume to compensate for lower prices. As the nurseryman looks through his metropolitan newspaper, he will be struck by the increased space and aggressive advertising of department stores and other large retail units. With the summer months close at hand, the nurseryman will scarcely embark on similar increased expenditures. But there is opportunity, even in this season, to step up efforts—or at least to be sure they are not too greatly relaxed—to bring in the customers for such items as can be moved at the time.

The Mirror of the Trade

If the summer months afford spare time, there is then available opportunity for the study of new products, new techniques and other phases of the business designed to attract more customers and move more merchandise. The reports of what other nurserymen are doing, as appear in the pages of this magazine, provide endless suggestions in that regard.

The prime problem, when its various stages are considered, is that of good management. Some nurserymen have greater aptitude in this direction than others, while some have the advantage of superior training. But there are always opportunities to learn, through trade papers and general business magazines, through trade meetings and college conferences, through observation of competitors' enterprises and study of one's own.

COLLECTIONS

When the nurseryman has had time to put his office in order after the spring rush, the customers' accounts should have attention, so that those not paid promptly may be collected most easily and not permitted to stagnate into such condition that they must be given to a collection agency or to attorneys.

Exceedingly few accounts should ever be allowed to reach that condition. If they are numerous, it is a sign that the nurseryman has granted credit to persons not at all entitled to it or that he has not given the attention he should to his customers' ledgers. Mistakes in granting credit are not nearly so common as neglect of collection effort.

When accounts are 60 days past due, something more should be done than just mailing a statement. In a busy season a rubber-stamp or sticker may be used to prod a customer's attention to the statement. Better is a mild letter calling attention to the terms of sale and requesting a check if the account has been overlooked before. The customer has more respect for a creditor who feels he is entitled to prompt payment and is not afraid to ask for it.

Succeeding letters requesting payment should follow each month, or even at 2-week intervals, and they should become stronger in their phrasing. Unless such consistent follow-up system is employed, sum-

mer will be past before the nurseryman realizes he has unpaid accounts to which customers have paid no attention for months. Without the preliminary letters, telephone calls or personal visits are likely to be embarrassing, but they should be made. After the customer has neglected payment so long, he is more likely to concoct a story of explanation than to reach for his checkbook. Then relations are difficult.

In these days all the retail merchants with whom the homeowner deals expect monthly settlement of accounts, unless terms are otherwise made at time of sale. The nurseryman himself now pays most of his bills monthly and is entitled to the same prompt and regular payment as other businessmen.

Too often the reason for delinquent accounts is the delinquency of the creditor as much as that of the debtor. Others besides nurserymen are prone to mail out statements month after month and then wonder why some accounts remain without any payment after months elapse. When they take notice, the accounts are so old that there seems no alternative but to put them in a collector's hands. The commission paid the collector takes away the profit in those sales, if he is successful, and the customer is not likely to renew his patronage. Both the profit and the patronage could be saved in most cases by early and regular attention, by the nurseryman himself, to the past-due accounts.

DR. KRAUS WINS HONOR

Dr. E. J. Kraus, well-known horticulturist, of Corvallis, Ore., recently became the first recipient of the new Florenz De Bevoise medal, to be awarded annually for outstanding work in hybridizing. The nomination for the award was made by the Portland Garden Club, and it was presented at the convention of Garden Clubs of America, held at Cincinnati, O.

Dr. Kraus has been doing outstanding work with chrysanthemums for the past several years.

AS A MEMORIAL to Albert E. Shirling, Kansas City, Mo., naturalist and teacher, a 9½-acre wildlife sanctuary in Swope park was dedicated May 9.



Official family of the Florida Nurserymen and Growers Association. Kneeling, left to right, Gervin Pringle, vice-president; Hugh Lalor, president; Charles R. Wedding, retiring president. Standing, left to right, George L. Taber, Jr., district vice-president; Roy S. Rood, district vice-president; Charles E. Culbreath, district vice-president; Robert H. McColley, director-at-large; Egbert S. Reasoner, treasurer; Carl R. Nelson, director-at-large; David K. Stabler, director-at-large.

Hold Big Meeting At Miami Beach

• Floridians Elect Lalor

The glittering city of Miami Beach on Florida's gold coast played host to more than 300 members of the Florida Nurserymen and Growers Association, May 16 to 18. This second annual convention was held at the luxurious Biltmore Terrace hotel.

In addition to a heavy schedule of business and professional meetings during the 3-day affair, nurserymen and their wives enjoyed the entertainment of a water show, pool party, boat cruise, fashion show and banquet.

Election of Officers

New officers elected at the business session were as follows: President, Hugh Lalor, Caribbean Nurseries, Opa Locka; vice-president, Gervin W. Pringle, Florida Nursery & Landscape Co., Leesburg, and directors, for 2-year terms, Bob McColley, C. R. Nelson and Alban Stewart. State Senator Edwin Fraser, Southern States Nurseries, Macclenny, was elected to the 1-year

term on the board vacated by Mr. Pringle. Two holdover members of the board include Mike Mastaler and Charles Culbreath.

The Florida chapter of the American Association of Nurserymen elected P. D. Shoemaker, Jacksonville Landscape Co., Jacksonville, president; Charles Wedding, Wedding Nurseries, St. Petersburg, vice-president; Thelma Vick, Ixora Park Nursery, Miami, secretary, and R. E. Brown, Goochland Nursery, Pembroke, treasurer.

During the closing banquet, A. A. N. President John D. Siebenthaler presented "Plant America" awards to Florida nurserymen and industrial firms on their winning designs and plantings entered in the A. A. N.'s first annual industrial landscaping competition. The awards are given in recognition of achievement in industrial landscaping.

Industrial winners included Continental Can Co., Auburndale; Holsom Bakeries, Tampa; Publix Super-

market, Lakeland, and Florida Power & Light Co., St. Petersburg. The awards to nurserymen for winning designs and plantings went to Jack O. Holmes, Holmes Nurseries, Tampa, for his designs to beautify Continental Can Co. and Holsom Bakeries; Mrs. Frank Seymour, Seymour Nursery, Lakeland, for her attractive design of the Publix Supermarket, and Jesse W. Johnson, Seminole Nurseries, Largo, for his pleasing landscape design for Florida Power & Light Co.

Jack O. Holmes was singularly recognized for being the only nurseryman in the United States receiving two awards in the national A. A. N. industrial landscaping competition.

Business activities of the convention began at 1:30 on Sunday afternoon when the Florida Orchid Society met under the direction of Mrs. Young Lott. Jean Merkel, program chairman, introduced the speaker, Dr. T. J. Sheehan, assistant ornamental horticulturist, with the



On hand at the Florida Nurserymen and Growers Association meeting was John D. Siebenthaler, of Dayton, O., right, president of the American Association of Nurserymen. Here Mr. Siebenthaler and Gervin Pringle, new vice-president of the F.N.G.A., discuss the A. A. N. industrial landscaping awards, which the former presented at the Florida group's banquet.

Florida agricultural extension service, who spoke on orchid fertilizers. He reviewed the role of the 15 major elements required for plant growth and discussed their various relations. Orchid plants, he said, require 20 parts per million phosphorus, 22 ppm potash, 18 ppm calcium and 7 ppm magnesium. Other necessary elements are needed in much smaller quantities. Dr. Sheehan followed this discussion of mineral elements by analyzing several fertilizers to show how many ppm of the various elements would be in solution if the materials were used as recommended by the manufacturer. He also pointed out the costs per pound of available plant mineral elements in different fertilizers.

Dr. Sheehan's talk was followed by a discussion among members and speakers on orchid fertilization. The majority said that they were having excellent results with their fertilizer programs.

Other Associations Hold Meetings

After the meeting of the Florida Orchid Society, the commercial orchid growers held a meeting. The members discussed problems of mutual interest and the possibility of becoming a chapter of the Florida Nurserymen and Growers Association. Meeting concurrently, foliage growers discussed express rates and the advisability of starting institutional advertising of Florida's foliage plant industry.

As the first order of business Monday morning, the members of the

F. N. G. A. extended to former Secretary C. Leslie Whipp, Whipp's Nursery, Callahan, honorary life membership.

Association President Charles Wedding, in behalf of the board of directors, submitted a proposed revision of the association bylaws whereby chapters could be formed and become organizational members of the association. President Wedding called for consideration of the changes before the next meeting. The revisions were later unanimously adopted. At the same meeting, E. S. Reasoner, Reasoner's Tropical Nurseries, Bradenton, chairman of the nominating committee, presented the list of officers selected by the committee for 1954-55. The entire list was unanimously elected in the

final business meeting Tuesday morning.

Mr. Hanson, of the state comptroller's office, met with the members Tuesday to discuss the department's intention to collect sales tax on soils and peat sold by nurserymen and landscape men. Mr. Hanson said that his office would delay collecting such sales tax until a ruling could be secured from the office of the comptroller, C. M. Gay.

Dr. J. Wayne Reitz, provost for agriculture, University of Florida, Gainesville, began the short course, arranged by Dr. E. W. McElwee, of the Florida agricultural extension service. Dr. Reitz discussed the role of the agricultural experiment station, agricultural extension service and the college of agriculture in Florida's expanding ornamental horticultural program. Dr. Reitz stated that there are now more than 20 professional people in the various divisions of the University of Florida working directly or indirectly on the problems connected with production and sale of ornamental plants and flowers. He further discussed the accomplishments of the newly created ornamental extension program and assured the growers of the continued cooperation of the various divisions under his supervision.

Soil Characteristics and Control

Characteristics and management of Florida soils and peats were the topic of a talk by J. R. Henderson, extension agronomist, University of Florida. He explained the composition of the soil and methods by which soils are classified.

He also related the primary functions of soils, such as mechanical support, water-holding capacity and mineral storage. Along with mineral

[Continued on page 42]

Walter Brownell Receives Rose Award

The Jane Righter rose medal of the Garden Club of America was recently awarded to Walter D. Brownell, Little Compton, R. I., in recognition of his outstanding contribution to improvement of the rose. The award has particular significance as it is not given every year but only when outstanding accomplishment deserves recognition.

The citation mentioned Mr. Brownell's retirement from the practice of law to devote his life to the perfection of the rose and read in part as follows:

"He became a student of genetics

and planned his hybridizing program using scientific principles with a definite objective. His efforts have been along original lines with the result that he has given America a new race of roses of exceptional value. Thousands who never before could grow them are now successful since the development of the sub-zero rose. Not satisfied with these accomplishments he has added greater fragrance to the hybrid teas.

"Mr. Brownell richly deserves recognition also for the recent ever-blooming pillars and creepers which have the beauty and size of hybrid teas."

Business Is Good

Wholesalers in East, Midwest Report Active Spring Season

Wholesale nurserymen in the east and midwest report a spring season as active as the previous year's generally and in some cases considerably more so. A few nurserymen reported the busiest season they have ever experienced.

Perhaps the indication of shortages is the most significant fact revealed by the spring reports of wholesale business in the northern states. Many nurseries experienced complete sellouts of their stock; others sold out completely in a few lines; still others sold out large sizes. Nurserymen of one firm asked themselves, "What are we going to sell next year?"

Weather in the area varied from the extremely favorable to the not-so-good, with almost no firms suffering drastically from weather conditions though a few were hard pressed by excessive rain or cold during a part of the spring.

Nearly all firms are optimistic about future business — a matter largely dependent upon the state of the nation, as some reporting nurserymen observed, but also influenced by improved sales methods, the continuing building boom, and the prevalently increasing interest in plants and planting.

Salesmanship Needed

Charles S. Burr, C. R. Burr & Co., Manchester, Conn., reports that business continues to be good but now calls for a return to genuine salesmanship. Quality and service to customers, he declares, are increasingly important.

"We found that help was somewhat more plentiful during this spring, and we were accordingly able to operate much more effectively than in the past. Cold and rainy weather created certain problems but had no appreciable effect on demand. It is almost a matter of working with the weather instead of waiting for the sun."

Looking to the future, Mr. Burr does not expect prices for quality items to decrease because he expects a real and honest demand to continue for some time. The firm's planting plans are similar to those of the past several years.

R. H. Gardner, Gardner's Nurs-

eries, Inc., Rocky Hill, Conn., states that spring business was off to an early start on March 1, two to four weeks ahead of the firm's normal shipping season. The spring volume was up 20 per cent and the firm was able to supply only half of its demand this year.

In order to expand their planting program, Gardner's Nurseries cleared 200 acres of woodland the past year. This acreage has been planted with taxus, hemlock and blue spruce.

"We figure that good service and good quality will keep our business on an even keel," Mr. Gardner states, "until something drastic happens to our country's economic stability."

Many of the firm's customers have already placed orders for fall shipment and for spring, 1955, and no lowering of prices is anticipated.

John J. Leghorn, Leghorn's Ever-

green Nurseries, Cromwell, Conn., reports that the firm has just completed one of its best seasons, with sales considerably higher than the year before. Many items were sold out long before the digging season started, and the digging season itself was one of the earliest the firm has ever experienced.

"We are going to be short on practically all items we grow this coming season," Mr. Leghorn advises. "Our plantings have been normal, and there has been practically no expansion. No price changes are anticipated."

Rough Weather in Connecticut

Speaking for E. D. Robinson Sales Agency, Wallingford, Conn., E. D. Robinson states that in spite of rough weather for men digging evergreen orders, it has been a good season.

"Frost came out early," Mr. Robinson states, "and we were able to start balled and burlapped shipments out earlier than usual. While we had enough rain to keep the ground moist in the early part of the season, it did not interfere too much with movement of stock."

"New plantings are progressing rapidly, and we believe that most planting schedules among our ship-

[Continued on page 46]

Test Moraine Locust in California

Three prominent nurserymen examine a 10-foot specimen of Moraine locust growing at the Saratoga Horticultural Foundation, Saratoga, Calif. Left to right are George Siebenthaler, William A. Natorp and Ray D. Hartman. The Moraine locust is being tested for its adaptability to the varied climatic conditions of California.



In California there is a continual search for desirable new trees for streetside and roadside planting. Among the new trees being tested for adaptability to the varied climatic conditions of the state is the Moraine locust, a selected form of

honey locust, *Gleditsia triacanthos*.

A specimen at the Saratoga Horticultural Foundation, Saratoga, has grown vigorously and appears to find the climatic and soil conditions of the Santa Clara valley in California much to its liking.

New Mexico Group Meets

By John J. Pinney

The fourth annual convention of the New Mexico Association of Nurserymen was held May 21 and 22 at the Lakeview Courts, Carlsbad, N. M. A record attendance of more than 80 members and guests from five states was an indication of the vitality of the young, growing organization.

The ideal convention setting provided spacious, well-shaded grounds overlooking Carlsbad's beautiful artificial lake on the Pecos river, a swimming pool and a motor boat.

New Officers Elected

Officers elected for the following year are president, Horace V. Kershner, Sandia Gardens, Albuquerque; vice-president, J. J. Wells, Clovis Landscaping Co., Clovis; secretary-treasurer, John Murray, Rancho Alegro Nursery, Albuquerque; board of directors for 2-year terms, W. W. White, White's Nursery, Carlsbad, and Wally Kieselhorst, Farmington.

Mrs. Dan Carpenter, Carpenter Nursery, Roswell, was in charge of registration, assisted by Mrs. Ralph Callaway, Carlsbad; Mrs. Wayne Kincannon, Lubbock, Tex., and Mrs. Walter Gray, Gray's Flower Shop & Nursery, Albuquerque.

After the invocation by Laverne Kershner, Clovis, Adair Gossett, mayor of Carlsbad, was introduced by Ralph Callaway. Mr. Gossett welcomed the nurserymen to Carlsbad and presented President Dan Carpenter with a tiny, gold spade, symbolic of the services rendered by nurserymen.

Mrs. C. F. McWilliams, Carlsbad, district councilor of the New Mexico Federation of Garden Clubs, reported on the accomplishments of the clubs. Among the objectives of the federation are the promotion of civic beauty, beautification of the home and study of the fine art of gardening. Mrs. McWilliams told of the "litterbug" campaign being waged by the garden clubs of the state. Its aim is to prevent the desecration of the roadsides, which are littered with trash of all kinds.

Salesmanship was the subject of a thought-provoking presentation by C. M. Robbins, of the National Cash Register Co., Roswell. The professional salesman, according to Mr. Robbins, is primarily a merchandise adviser. Nurserymen have wonderful products to sell—plants increase the value of the home property from 15

to 20 per cent and also provide comfort, privacy and enjoyment for the whole family.

In selling nursery stock, Mr. Robbins suggested that nurserymen should sell ideas not only plants. Sell the uses and advantage of plants, then make the customer want the plants in terms of what they will do for him.

Mr. Robbins listed a number of qualities that good salesmen should possess. Honesty inspires confidence and penetrates the armor of resistance. Sincerity and truth, which are the basis of every virtue, convince the prospect that the salesman knows his business. Friendliness makes it

easier to influence the customer, but this should not be confused with familiarity.

Tact and resourcefulness enable the salesman to say the right thing under any circumstances. Courtesy demands that the salesman remove his hat upon entering an office, refrain from smoking without permission, speak in a well-modulated voice and avoid cluttering the prospect's desk with advertising material. Creative ability enables the salesman to think of new ways to sell and to find new markets. A salesman with imagination can dramatize his sales presentation.

Mr. Robbins stated that the most important qualifications of a good salesman are confidence in his product, a thorough knowledge of it and great enthusiasm for what it will accomplish.

[Continued on page 30.]

J. J. Grullemans in Trade 50 Years

Celebrating his 50th year in horticulture, Jan Jacobus Grullemans, president of Wayside Gardens, Mentor, O., was born in Lisse, Holland, into "The House of Grullemans," a 200-year-old Dutch family of bulb growers. Although he has been a part of horticulture since his birth,

that it became his annual assignment.

In 1915 he married Evelyn Crosby, a Boston, Mass., girl, and soon thereafter started Wayside Gardens on the shore of Lake Erie.

Known generally as J. J. Grullemans, Jack to his friends and "J. J." in the trade, he has built Wayside Gardens into one of the finest nurseries in this country. It consists of more than 400 acres of shrubs, perennials, bulbs, flowering trees and vines. Three acres are devoted to coldframes, greenhouses, refrigerated storage buildings and potting and packing sheds.

Between 3,000,000 and 4,000,000 plants are grown annually. While some business is wholesale, Mr. Grullemans personally prepares spring and fall catalogs which offer more than 3,500 items for retail sale by mail order to amateur gardeners in every section of the country. These colorfully illustrated catalogs have a reputation of their own for excellence and comprehensive selections.

Although many of the details of running the nursery are now being handled by his son, several associates and superintendents, Mr. Grullemans still has his hands full with the catalogs, sales and advertising. He will travel anywhere new material may be available and conducts extensive tests to be certain the new items meet the high quality of Wayside standards. Many are the new and rare garden plants he has introduced through the firm's catalogs.



J. J. Grullemans

the actual gardening career of young Jan Grullemans began in 1904, when he went to England for some valuable experience in several of Britain's great nurseries.

His first visit to the United States came at the age of 16, when he was dispatched to sell bulbs for his father's firm. He was so successful



Illustration A. Multiple-stemmed flowering dogwoods give sturdy permanent effect. See text.

Tips for Better Landscapes

By Clarence E. Lewis

Long Island Agricultural and Technical Institute, Farmingdale, N. Y.

USING CLUMP GROWERS

Clump growers, or multiple-stemmed trees or large shrubs, are the real answers to many plantings. The landscape architect usually refers to them as "sticks."

Many persons think that shrubs should have foliage to the ground or that trees should be trained to single stems. Often plants produce more interesting landscape plantings when several stems of interesting bark contrast with the surrounding foliage. Just what advantages do multiple-stemmed plants have over single-stemmed types?

Look at illustration A and then



Illustration B. Multiple-stemmed common lilac is more attractive than single-stemmed lilac would be. See text.

picture the same trees (flowering dogwoods in this case) with single trunks. The ones in the picture are really anchored and give a sturdy permanent effect to the planting on this side of the house. There would be uncertainty to the planting if the trees had single stems.

A certain strength is added to plantings when trees with multiple stems are used, since one's attention is proportionately well anchored. It is like comparing a table with one strong center leg to a table with several legs. You have more confidence in the second table.

Of course, if the bark has interesting stripes or colors, it is important to show these qualities of the plant.

Trees often comprise parts of the foundation planting or are directly related to it. When houses are of sufficient size and on lots of comparably large size, small trees can be used on or near the corners. Attention is then retained inside the corners, because of the added height, and can be directed by additional good plantings to the most important focal point of the house, the doorway. Clump growers give more stability to these corners than do single-trunked trees.

Oftentimes a doorway can accept a small tree on one or both sides, particularly if the doorway is recessed considerably or the home is

viewed from an elevation well below that of the house. When a doorway is viewed from a lower level, it is often necessary to prevent the viewer's interest from continuing upward. A small tree, with two or three arching stems that carry foliage over the top of the door, constrains interest. A single-stemmed type would do this but would not have so much weight in most cases, particularly if used with large buildings.

When there are spacious lawns, or sometimes when lawns are not so spacious, mixed plantings of single-stemmed trees and so-called stick types provide variance and create more interest than all single-stemmed trees. When more body is needed for a certain place on the lawn, a group (usually three plants are better than two or four) of clump growers can provide it. If a definite contrast is needed, then those plants with a different or unusual bark can be selected.

Many of our new real-estate developments have 1-story homes, and some are on narrow streets. This condition provides an opportunity to use those trees that grow with several stems. Not so much shade is created by these plants, but they make desirable roadside plantings.

Downy shad-blow or Allegheny shad-blow (*Amelanchier canadensis* and *A. laevis*), flowering dogwood, flowering crab apple and American hornbeam or smooth ironwood (*Carpinus caroliniana*) could be used effectively. These plants need not have exactly the same distance be-

[Continued on page 40]



Illustration C. *Franklinia alatamaha* grows naturally into sticklike form.



PLANT NOTES HERE AND THERE

By C. W. Wood

Artemisia is well represented in our native flora, though one would scarcely realize it if he depended upon gardens for a background. But a survey of the literature will show the preceding sentence to be correct. Thus, one author describes 71 species from the western plains and Rocky Mountain area, some of which spread out over the eastern states.

It would be too much to expect all of that great number to be good garden material; on the other hand, it would probably surprise most eastern gardeners who have not inquired into the matter to find out how many of them are worthy of attention. Unfortunately, I am not able to shed much light on the subject, for, aside from about a score of species, I know nothing of that vast array of composites. When I review the small procession that has passed through this garden and marvel at the high percentage of good ones, I am hopeful of the large number that are left for trial.

Of the so-called perennials (herbs to be more exact), as differentiated from shrub and subshrub, *Artemisia frigida* is about the best of the natives that have been in our trials. It grows from six inches to close to two feet tall, largely depending upon the fertility of its soil. As it is longer-lived where the soil is on the sterile side, that condition is to be recommended, I believe, and always, of course, it should have perfect drainage, as in a wall, where it can cascade its lovely, much-divided, silvery-white foliage close to one's eyes. Usually of lower stature and almost as silvery is *A. bigelovi*.

Of the ones that botanists classify as shrubby, *A. minuta*, from the plains of Alberta, Canada, is a pleasing, little, silky, silvery thing, usually not more than four or five inches tall. Propagation is by seeds or cuttings.

Actinea Herbacea

Speaking of composites, reminds me of a pretty little plant that came to me many years ago from Ottawa county, Ohio. It interested me at the time because it had definite value as a rock garden ornament and small edging plant, and it intrigued me

later and still intrigues me from a nomenclatural standpoint. The plant I have in mind is one of a group of low composites, mostly tufted, and rather small, daisylike flowers. The group as a whole is native to sections west of the Mississippi, though a few, including the one I want to discuss briefly later, have wandered into the eastern states. Their nomenclature seems to be a hopeless state of confusion, varying with different authors from *actinea* and *actinella* to *picradenia*, *tetraneuris* and *rydbergia*. The plant that I have in mind now is the one described in the seventh edition of Gray's manual of botany as *Actinea herbacea*, growing in Ottawa county, Ohio, and about Joliet, Ill. I do not find it at all in "Hortus," and, although the

"Standard Cyclopaedia of Horticulture" mentions three species of *actinella*, nothing corresponding to our present plant is there. In the garden it makes tufts of slightly hairy, mostly spatulate leaves, supporting almost stemless, showy yellow heads.

Tall Perennials

When an inquiry came the past week asking for a list of tall-growing perennials to be used in a border for spectacular effects while they were producing a screen, my mind immediately went back to a private garden at Grand Rapids, Mich., where, years ago, tall perennials were generously treated for spectacular effects. Thus, it was not uncommon to see *Liatris pycnostachya* six feet

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tall. And if that is not spectacular, I do not know the meaning of the word. Such results do not come from haphazard treatment, however; so I was not surprised to learn that practically every foot of the garden had been double-trenched, and plenty of animal manures and leaf mold had been used down to the 20 inches. Plants used so effectively there included the following:

Campanula pyramidalis in blue and white, easily made six feet in that rich soil in part shade. Rich soil and part shade are a combination that makes ideal growing conditions for the plant, I believe. Although usually called a short-lived perennial, it is best treated as a biennial, especially if maximum growth is desired.

As usually seen, Cassia marilandica is doing well if it makes four feet; in the rich soil of that garden, with plenty of moisture assured at all times, five to six feet was not unusual, and then the big bushes of legume foliage and clusters of yellow pealike flowers in late July and August made the summer a more pleasant time.

The black cohosh or black snake-root, as you prefer, Cimicifuga racemosa, is usually a spectacular plant regardless of treatment, but here, where it was given a deep, leafy soil and moisture when needed, the immense bush, to eight feet or more in height, was really breathtaking, especially when it burst out in a shower of small, white flowers in July and August.

Culversroot Adds Charm

At the same time as the next preceding, Culversroot, Veronica virginica, which we are now told to call Veronicastrium virginicum, added a special charm to the summer scene, because of the peculiar way the plant was handled. Instead of being allowed to grow in its naturally rather loose way, it was cunningly constrained to grow into a columnar form, and this made it one of the most attractive accent plants that I know. The kind used in this garden was variety alba, perhaps album under the new nomenclature, a plant of far more garden value than its scarcity in gardens would indicate.

Artemisia lactiflora, under the generous treatment given it, was late summer's prize exhibition, with clouds of white heads atop 4 to 5-foot plants, followed by the misty effect of its seeding stage. It makes a plant of inestimable value early and late.

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- Wistaria Rosea (pink)

One-year grafts in:

- Japanese Flowering Cherry, Kwanzan (double pink)
- Juniperus Pfitzeriana
- Viburnum Carlesi

Two-year transplants in:

- Forsythia Spring Glory (new)
- Ilex Convexa (cuttings)
- Prunus Maritima (Beach Plum)

One-year transplants in:

- Juniperus Hetzi
- Magnolia Soulangeana (grown from cutting)
- Regel Privet (genuine)

Seedlings in:

- Prunus Maritima (Beach Plum)
- Viburnum Carlesi

Ask for complete list on LINERS and FINISHED STOCK. Your inspection is cordially invited at any time.

C. HOOGENDOORN

Turner Rd. Newport, R. I.

ment coaxed type Clematis recta to stretch up to four feet. It was then a breath-taking beauty in late spring and early summer, when it covered its stately growth with large (to an inch across), fragrant, white flowers. I have since wondered what they would have done with variety mand-schurica, which naturally grows a foot or more taller than the type.

They did not do so well with the great globe thistle, Echinops sphaerocephalus, as I have seen since, but when you have a group of these interesting plants up to six feet in height (three feet is about the average under ordinary treatment), you have an attention-arresting picture. If you can induce them to stretch up to eight feet, as I saw them a few years ago on an Ohio estate, you have something to brag about.

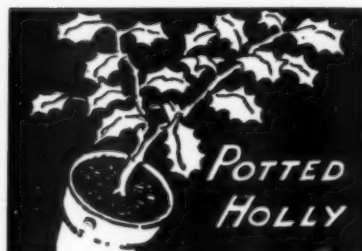
Hollyhocks and the garden mal-lows are too well-known to need more than mention. But Physostegia virginica gigantea is another matter. One sees plenty of the type, and the invasiveness of that plant may be the reason that gardeners do not care to try a giant of the same name. Thereby, they are missing a really spectacular subject (to six or seven feet, if highly fed) which does not spread and produces without fussing the much-desired spire effect. It might, however, require staking in windy spots, because the stems are likely to be broken by high winds while they are in bloom.

Fringed Gentians from Seeds

Answering a Pennsylvania reader's inquiry on growing the fringed gentian from seeds—yes, many gardeners, including this one, have grown the fringed gentian, Gentiana crinita, from seeds, not always with flattering success but usually with fairly good results, if a few practices are followed. In our trials, the following schedule gave satisfactory results.

Fresh seeds were planted in pans in late fall, stored in a shaded frame over winter, where they were frozen repeatedly, and brought into gentle heat in early spring. I have been told by other investigators that the pH factor is of little consequence in the seeding compost, as the seedlings are pricked out in small pots just as soon as they are large enough to handle, but I have always given them the highly acid soil of our local pine barrens from start to finish. The seedlings in pots, kept in a shaded frame, were shifted to 2½-inch pots (3-inch, if growth indicated) in late July and were ready to plant out in mid-September. Best results are achieved if

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Starting just with its lovely Lily-of-the-Valley-like flowers, often in bloom with icicles on them, it sometimes remains in bloom for a month. The new red foliage appears which turns light then dark green. The prominent racemes of light green flower buds form in the fall and are attractive all through the winter, useful in flower arrangements and can be readily forced.

The plants can be moved into beds now and often make three growths a year, so that you soon have a beautiful salable Pieris. Dug with small balls of earth surrounding them, they are incomparable for an evergreen planting. Our grading is very liberal.

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plants are taken out of pots in fall, or early spring at the latest, because they naturally produce long, fragile roots which resent confinement in small pots. Of course, if the plants are to be sold when gardeners are in the planting mood, they (the plants, not the gardeners) will have to be kept in pots, and that may be done without too much damage until June. It is understood, I assume, that we are dealing with a biennial.

Baptisia

The vast race of legumes found throughout the world is rich in material for the ornamental garden—as well as in economic plants—some of which has yet to come into appreciation. That is true of many baptisias. I just counted them and find there have been nine baptisia species in our trials, none of them lacking in garden value, though *B. simplicifolia* proved not hardy. *B. lanceolata* is also not entirely hardy here and I should not expect *B. perfoliata* to be. In addition to *B. australis*, with blue, lupinlike flowers and pretty, indestructible foliage of much use in floral work, and *B. tinctoria*, bright yellow, I should like to recommend another northern species, *B. leucophaea*. It is found from southwestern Michigan to Texas. It is rather floppy, the branches, which may become as long as 30 inches, seldom attaining a stature of more than a foot. It is suited to either border or rock garden. In the latter, it makes a lovely picture in June, if given a high spot from which the branches can hang. Then it is that the large, cream-colored flowers are produced in 1-sided racemes. Like other hardy baptisias, it is easy from seeds and offers no cultural obstacles.

Chimaphila

The popularity of the Japanese pachysandra over our two eastern chimaphilas is to be accounted for in no other way, I suspect, than that we are in such a hurry we cannot wait for anything that is so slow-growing as our natives. Most assuredly, the Japanese cannot compare in beauty with our plants so far as attractiveness is concerned. I do not recall a single ground-cover plant, except the partridgeberry (*Mitchella repens*)—and that is not a real competitor, owing to its entirely different habits of growth—that even approaches the chimaphilas in beauty. And they are not so difficult to tame to garden ways as most garden literature would lead one to believe, requiring little more than an acid soil, shade and the or-

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Taxus Media Brevifolia		
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dinary quantity of moisture needed by eastern woodland plants.

The foregoing observations have been directed mainly to *Chimaphila maculata*, spotted wintergreen, and *C. umbellata*, pipsissewa, both plants of the eastern woodlands, growing from a few inches to a foot in height, with evergreen foliage and whitish to rosy, nodding flowers. Two western species, *C. menziesii* and *C. occidentalis*, did not prosper well under the care we gave them in trials here some 20 years ago, owing, no doubt, to lack of understanding of their needs. I hear the same story from others in the east, and one friend points out what I have long suspected was the real reason for lack of success—absence of fibrous roots on collected plants.

Veronica Armena

It is unfortunate that *Veronica armena* has almost completely escaped the attention of our commercial plant growers. Even the few growers who have had *V. armena* do not seem to have made much headway with it, apparently because so few amateurs know about it. As I see these matters, all dwarf evergreen speedwells deserve attention. *V. armena* is one of the best of that class. Its foliage is something on the order of *V. filiformis*, being finely cut like a mossy saxifrage. It grows into broad, prostrate mats of this mossy foliage and would be an ornament on that score even though it never bloomed. However, each June it covers itself with a blanket of small, blue saucers and is then one of the garden's nicest offerings. All it wants is a well-drained spot in sun or light shade and it may be grown with ease from seeds, divisions or cuttings. A rock garden or wall is not needed for its comfort.

Eritrichium

A friend of this column, who lives in Massachusetts, is undertaking the ambitious program of cultivating *eritrichium* and asks for an outline of the subject. Unfortunately, all that I have to say on the subject will be of little use to him, but it will at least be a warning of what he can expect.

I know of nothing better able to test the mettle of the most experienced plantsman than this gem of high alpine. The botanists' concern over the proper names in this group interests us not so much as does the problem of obtaining the plants and then keeping them after we are fortunate enough to find them. My limited experience with everything bear-

ing the name eritrachium has been disastrous to the plants and leads to the opinion that they will never fit into the climate and other growing conditions of eastern America. Evidently, they want constant root moisture and shelter from atmospheric dampness during fall, winter and spring.

Eritrachium nanum aretiodes (*E. argenteum* of Rydberg), the western American representative of the type from European Alps, differs little from the latter so far as this gardener's eyes can see, and certainly it is equally hard to handle. It makes dense tufts of silky leaves an inch or so thick, which are studded all over (at least they should be, according to the fortunate few who have seen it in flower on the highest peaks of the Rockies) with bright blue forget-me-nots sitting on the lovely foliage mass, the whole thing beautiful beyond compare. We should not give up trying, however, and it may be that someone will find a method of handling the plant in our trying climate, possibly as a biennial, but even that would be better than not having it at all.

I have never seen *E. howardi* mentioned in garden literature and only know it from brief mention in local floras. Its description sounds interesting and indicates that it might be easy to satisfy in the east. That it grows on dry hills from Montana to Washington indicates that we should be able to grow it without difficulty. I have read somewhere that it has been referred to as *cynoglossum* and *omphalodes* by some botanists and it may be locally known under these names. Will some western reader please give us a report on the plant?

FESTIVAL AT BELLINGHAM

Bellingham, Wash., was the scene of the northwest blossomtime festival parade Saturday, May 8. The festival promoted Bellingham's nearby tulip and lily industry; floats also called attention to Bellingham as a center of winter and summer sports. About 48 floats and 25 bands from Washington and British Columbia attracted an estimated crowd of 75,000 persons.

EMERALD ACRES NURSERY, Mineral, Va., is a new firm owned by Joseph J. Dunn, which deals primarily with *Buxus sempervirens* and *B. suffruticosa*.

NORTH PARK GARDENS, Rockford, Ill., has opened for business at 7514 North Second street.

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COVER ILLUSTRATION**Syringa Persica**

The Persian lilac has been grown and used as an ornamental shrub for a long time and still can be recommended as a small to medium-size shrub of five to six feet or a little more in height.

It is now believed that the Persian lilac is of hybrid nature and the former type, *Syringa persica laciniata*, which was listed as a variety, should be raised to species rank, *Syringa laciniata*.

Syringa persica is an upright-spreading plant with arching branches and small, narrow leaves about one and one half to two inches long. The type of leaf characteristic of this plant is shown clearly in the cover illustration. It is my belief that many of the plants sold in the trade as Persian lilac are *Syringa chinensis*, which is a larger plant with larger, more rounded leaves. The leaves on *Syringa persica* are also sometimes one to 3-lobed, a condition not found on *Syringa chinensis*.

While it was formerly thought that *Syringa persica* was a native of Persia and northwest China, it is now considered that this area is the native habitat of *Syringa laciniata*, and it and *Syringa afghanica* are the parents of *Syringa persica*.

The generic name, *syringa*, probably comes from the Greek word *syrinx*, which was used to describe the stems of philadelphus, to which the name *syringa* was originally applied. Later, however, this name was transferred to the lilac. The species name, *persica*, referred to the territory formerly considered to be the native habitat of the plant.

The Persian lilac has pale lilac, fragrant flowers, borne in loose, short panicles. The flowering period varies with the season, but in the midwest plants are usually in bloom during the first half of May.

Like all the lilacs, this species should be given a good, well-drained soil, only slightly acid in reaction. The plants should be given sunny locations and require a considerable amount of pruning to keep them in a healthy, flowering condition. It is advisable to remove the old flower clusters as soon as bloom is over. Scale is the most troublesome pest, and this is perhaps best controlled by spraying with Malathion when the young insects are active. Plants transplant readily, and propagation can be accomplished by softwood cuttings. Hardwood and root cuttings may also be used.

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L. C. C.

INDIANAPOLIS FESTIVAL

The 14th annual rose festival sponsored by the Hillsdale Landscape Co., Indianapolis, Ind., took place June 5 and 6. It was under the direction of Alex Tuschinsky, owner and founder of the nursery.

The affair, begun in 1937, was originally established expressly for boy scout merit badge study and was opened to the public in later years. As a special attraction this year, a boy scout band of 115 pieces furnished background and concert music for the tours.

AZALEA RENAMED

The Beltsville experiment station, Beltsville, Md., has announced that a new azalea, which was formerly sold under the name White Mountain, has been renamed Pink Banner. Nurserymen who have stock of this hybrid variety will desire to change its name to comply.

Stan Says —

As most growers know, the English hybrid rhododendron, *Rhododendron catawbiense*, requires sun, whereas *Rhododendron maximum* does best in shade. Lace wing fly is seldom found on rhodos in the shade. The first brood of the lace wing fly always shows up when the mountain laurel, *kalmia*, is in bloom.

•
Tilia cordata, small-leaved European linden, is one of the best trees for use in a city. It apparently has no insect enemies. Most lindens put the first year after moving.

•
If an evergreen ball breaks in moving, it is a good plan to mix peat moss and sand and gently wash it into this break at the time you are making the final filling of the hole.

•
Weigelas are hard to beat for city planting and there are a few new varieties to awaken interest in this fine shrub.

•
In my item on *Viburnum carlesii* which appeared in the June 1 issue the printers changed six feet to six inches. Actually the plants with 150 to 200 blooms were six feet tall rather than six inches.

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This Business Of Ours

Reflections on the Progress and Problems of Nurserymen

By E. Sam Hemming

AVENUES OF RESEARCH

Most of our present formal and informal research is in the field of the chemical aspects of plants or in plant breeding for hardiness or disease resistance. In addition there are other avenues of research in relation to plants that are waiting for development and investigation.

More research, for instance, could be done on the creation and development of suitable dwarf, spreading and fastigate plants to add to the varieties that can be used with houses of modern architecture. Instead of having to rely so greatly on the yews, we need more truly dwarf conifers (not juvenile forms of the big-growing arborvitae, spruce and fir). In the field of broad-leaved evergreens work has already been done, but still more work can be done, not only to make them available over a wider range of climate but also in a much wider range of shapes. Mr. Styers' new dwarf spreading Japanese holly is one development, and we have a chance seedling Japanese holly that is fastigate. If it propagates and continues in character, it should help reduce the need for the pyramidal arborvitae and Irish juniper.

Among trees there is a serious need for a medium-size fastigate tree on the order of the now useless Lombardy poplar, but preferably not so tall-growing. We have tried the katsura tree, but it is not too satisfactory and much too hard to propagate.

When we think of extending hardiness of plants, we usually think of extending a plant's range into colder climates; however, there is also plenty of experimentation to be done to extend southward the range of desirable cool-climate plants. Or we can seek to extend the range of plants from the more humid areas to drier areas. The American holly, for instance, follows the Atlantic coast to Boston and Cape Cod, yet does not thrive anywhere near the same latitude inland. Still more extreme is the thought that we may extend the range of arid climate plants into the more humid area. Maybe that is not so vital, but the rather general failure of both the Chinese elm

and the Russian olive in this area is due to the humidity. Similarly, if you question the extension of the range of cooler-climate plants to warmer areas, I can cite an excellent possibility. Some years ago we tried the *Prunus tomentosa*, or Nanking bush cherry, but we could not keep it from dying out. This plant is exceedingly beautiful in flower, and from its fruit my wife made some of the most delicious cherry preserve

I ever tasted. Surely there would be a big market for a successful bush cherry.

Another field for plant improvement is in the dogwoods, not in their beauty but in their transplantability. I do not know what proportion of dogwoods sold survive, but I am willing to bet that for every flowering crab apple that fails, 20 dogwoods fail. Horticulturists without imagination, who think there is nothing more to discover, might turn their attention to such plants as these. The field is endless.

DR. RUSSELL ALDERFER, of Pennsylvania State University, State College, Pa., has been appointed chairman of the department of soils of the agricultural experiment station at Rutgers University, New Brunswick, N. J., effective July 1.

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MEETING CALENDAR

June 21 and 22, Mississippi Florists' and Nurserymen's Association, Buena Vista hotel, Biloxi, Miss.

June 22 and 23, Missouri Nurserymen's Association, Columbia, Mo.

July 15, Western Pennsylvania Nurserymen's Association, Eisler Nurseries, Butler, Pa.

July 17 and 18, All-America Rose Selections, Hotel Radisson, Minneapolis, Minn.

July 18 to 22, American Association of Nurserymen, Hotel Radisson, Minneapolis, Minn.

August 4, New England Nurserymen's Association, Boulevard Nurseries, Newport, R. I.

August 10 and 11, nursery and landscape conference, sponsored by the department of horticulture, Michigan State College; the Michigan Association of Nurserymen, and the Michigan Landscape Conference, Michigan State College, East Lansing, Mich.

August 16 and 17, Washington State Nurserymen's Association and Washington chapter of the American Association of Nurserymen, Benjamin Franklin hotel, Seattle, Wash.

August 22 to 24, Southern Nurserymen's Association, Roosevelt hotel, Jacksonville, Fla.

August 23 to 25, Texas Association of Nurserymen, Hotel Texas, Fort Worth, Tex.

August 25 and 26, New York State Nurserymen's Association, Cornell University, Ithaca, N. Y.

August 30 to September 3, National Shade Tree Conference, Chalfonte-Haddon Hall hotel, Atlantic City, N. J.

September 7 to 9, California Association of Nurserymen, Hotel Coronado, Coronado, Calif.

October 1 to 3, Texas rose festival, Tyler, Tex.

PENNSYLVANIA GROUP PLANS MEETING

The Western Pennsylvania Nurserymen's Association will hold a summer meeting July 15 at Eisler Nurseries, Butler, Pa.

A WEEK-END opening in May brought hundreds of plant lovers to Breedlove's nursery center, newly opened at 1000 Old Spanish Trail, Houston, Tex.

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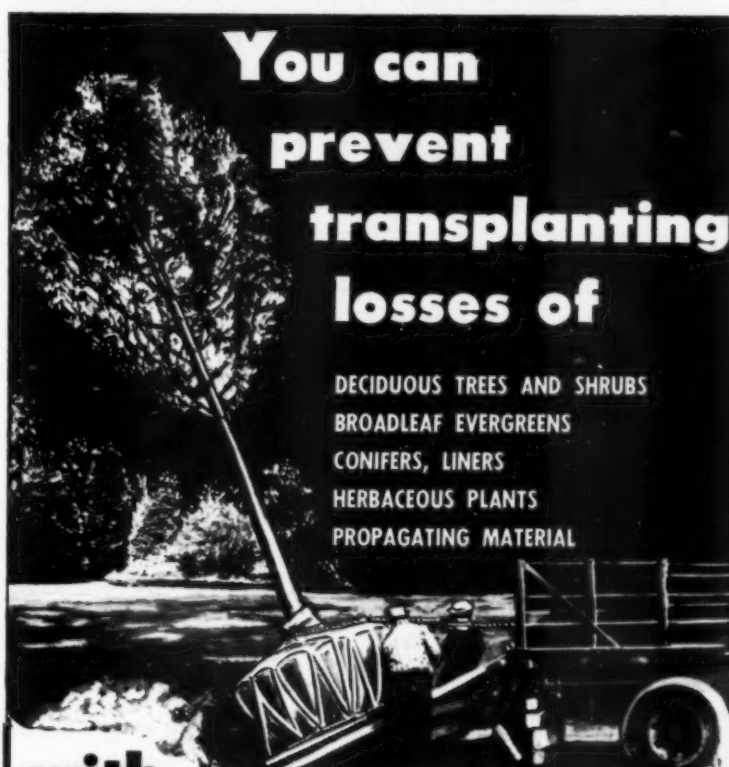
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OBITUARY

J. Howard Burton

J. Howard Burton, 54, owner and manager of Burton's Hilltop Nurseries, Casstown, O., died May 25 as a result of an acute coronary occlusion, suffered while supervising landscape work at Piqua, O.

Mr. Burton succeeded his father, J. S. Burton, the founder of one of Miami valley's oldest wholesale and retail nursery firms, in the operation of the business. The son became associated with his father in the nursery business 30 years ago, and after the father's death in 1937, he became owner and manager.

He is a past president of the Ohio Nurserymen's Association and has long been a member of the American Association of Nurserymen. His other activities include membership in the Rotary Club, Odd Fellows and the Miami University chapter of Phi Kappa Tau. Also, he served as chairman of the agricultural division of the Troy chamber of commerce and on the Lostcreek school board.

Surviving are his widow, two sons, a daughter and two grandchildren.

Phillip F. Weeks

Phillip F. Weeks, wholesale rose grower at Ontario, Calif., died recently at the age of 71, after a brief illness. The deceased is survived by his widow and two sons, Howard and O. L. Weeks. The last-named is owner of Weeks Wholesale Rose Grower.

Frank Polizzotto

Frank Polizzotto, 73, prominent Baton Rouge, La., nurseryman and landscape architect, died at his home on May 23. Although he had been ill for two months, his death was unexpected—the result of a heart attack.

Mr. Polizzotto, widely known in the trade, pioneered in the nursery

When you think of Lining-out Stock, for your sake, remember our liners are better because they are outdoor grown and bigger because they are in 2½-in. deep pots.

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ORNAMENTALS
LINING-OUT STOCK

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NEW CARLISLE, O.

business in the Baton Rouge area. From an initial two acres in 1925, Polizzotto's Nursery grew to 38 acres stocked with prize specimens of azaleas and camellias, other flowering shrubs, trees and a complete line of nursery stock.

Mr. Polizzotto majored in horticulture at Louisiana State University, leaving a high scholastic record. He was a recognized authority in plant pathology, entomology, soils and fertilizers, plant propagation, and landscaping. His nursery farm has always been open to university students, and each semester Mr. Polizzotto lectured to touring classes.

He was a member of the American Association of Nurserymen, the American Camellia Society, the Louisiana Camellia Society, the Men's Garden Club of Baton Rouge, the Baton Rouge Better Business Bureau and the chamber of commerce.

He is survived by his wife, the former Myrtie Pecou, retiring this year as principal of Highland elementary school; his daughter, Flo, advertising copywriter of Houston, Tex.; two brothers; two sisters, and numerous other relatives.

Dr. L. E. Longley

Dr. Lewis Edward Longley, horticulturist and former faculty member at the University of Minnesota, Minneapolis, Minn., died Sunday, May 2, at his home at Pueblo, Colo. Dr. Longley gained fame for his research in outdoor-grown chrysanthemums in Minnesota. The famous Maroon 'n Gold mums worn at Minnesota football games were developed by him. A large pink mum was named after him, and a variety of rose is named the L. E. Longley.

After teaching at the University of Idaho and Cornell University, where he completed work on his doctorate, Dr. Longley joined the University of Minnesota faculty in 1929. At the time of his retirement in 1949, he was an assistant professor. During that time he developed 26 new varieties of hardy chrysanthemums and four varieties of roses.

Dr. Longley's survivors include his widow, a brother and two daughters.

E. G. Nackel

E. G. Nackel, 57, of Davenport, Ia., died May 23 in Billings hospital. He was president of the L. W. Ramsey advertising agency, Chicago and Davenport, Ia.

Mr. Nackel leaves his widow, Edna, and a daughter, Mrs. Raymond McLaughlin.

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- 300 Biota Orientalis, 3 1/4 to 4 1/4 ft.
- 1,500 Cherry, Montmorency, 1-yr., 5/16-in. cal., 25c
- 800 Crab Apple, Hops and Eley, 5 to 6 ft. and 6 to 7 ft.
- 500 Juniperus Columnaris, 2 1/2 to 3 1/4 ft.
- 500 Juniperus Fastigiata, 2 1/2 to 3 1/4 ft.
- 500 Juniperus Keteleeri, 2 1/4 to 3 1/4 ft.
- 300 Juniperus Masculina, 2 1/4 to 3 1/4 ft.
- 2,000 Juniperus Pfitzeriana, 15 to 18 ins. and 18 to 24 ins., compact and well sheared.
- 15,000 Privet, Amur River North, 12 to 18 ins., 18 to 24 ins. and 2 to 3 ft. These privets are 3-yr. roots, 2-yr. tops, cut back twice, well branched.
- 300 Rhos Cotinus, 2 to 4 ft., 4 to 5 ft. and 5 to 6 ft.
- 300 Thuja Pyramidalis, 4 to 6 ft.
- 600 Willow, Thurlow, 4 to 5 ft., 5 to 6 ft. and 6 to 8 ft.

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LANDSCAPE MATERIAL FOR FALL, 1954

Black Hills Spruce, 2 to 3 ft.
Cornus Florida, 3 to 4 ft., 4 to 5 ft., 5 to 6 ft., 6 to 7 ft., 7 to 8 ft. and 8 to 9 ft.
Single and Multiple Stem
Euonymus Alatus, 2 to 3 ft. and 3 to 4 ft.
Euonymus Alatus Compactus, 15 to 18 ins. and 18 to 24 ins.
Euonymus Radicans Carrieri, 15 to 18 ins.
Euonymus Vegetus, 12 to 15 ins., 15 to 18 ins. and 18 to 24 ins.
Euonymus Coloratus, 2, 3 and 4-yr.
Pfitzer Juniper, 12 to 15 ins., 15 to 18 ins. and 2 to 3 ft.
Hetz Juniper, 2 to 3 ft.
Red Pine, 4 to 5 ft., 5 to 6 ft., 6 to 7 ft. and 7 to 8 ft.
Norway Spruce, 3 to 4 ft. and 4 to 5 ft.
Scotch Pine, 3 to 4 ft. and 4 to 5 ft.
Taxus Cuspidata, 15 to 18 ins. and 18 to 24 ins.
Taxus Andersoni, 15 to 18 ins. and 18 to 24 ins.

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Trees, Roses and Lining-out Stock.

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DAY LILIES • POPPIES**
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MONROE, MICHIGAN

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BOOK REVIEWS

WILD FLOWERS

To fill a long vacancy in print, a book on the cultivation of wild flowers has been supplied by Edwin F. Steffek, writer and an editor of horticultural magazines, under the title, "Wild Flowers and How to Grow Them," just issued by Crown Publishers, Inc., at \$3.95. The book will be welcomed by those who wish to conserve and identify wild flowers, as well as those who wish to undertake their cultivation in gardens. Part I comprises 30 pages of general discussion and instruction on propagation and cultivation and tables as to the types of sites where different wild flowers are to be found. Part II devotes a page or two to each of about 70 genera, describing them in detail and giving their culture, blooming season and important species. A black-and-white illustration accompanies each, while 32 pages in the middle of the book depict 50 wild flowers in color.

ANIMAL CONTROL

Bringing together in one volume the scattered information on the control of animals which cause damage to crops and gardens, Dr. W. Robert Eadie, of Cornell University, has provided a needed practical guide for those in need of such measures. His book, "Animal Control in Field, Farm and Forest," just published by the Macmillan Co., at \$3.75, includes in its 257 pages information on such pests as opossums and moles, bears and raccoons, weasels and skunks, wolves and foxes, wildcats and vagrant house cats, squirrels and woodchucks, deer, rats and mice, rabbits and other rodents. In each case, identification and habits are discussed, as well as economic status, control measures and natural enemies.

SMALL HOME LANDSCAPING

Among the new books prepared to help the homeowner design and plant his own grounds, "Small Home Landscaping," by P. J. and A. B. McKenna, published by the Sterling Publishing Co., at \$2.95, is to be highly recommended, not only for the authoritative presentation, but also

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FOR THIS FALL

and next spring, we expect to have the widest variety of good nursery-grown seedlings we have yet had to offer. Keep us in mind for **MULTIFLORA** and other **TREE** and **SHRUB SEEDLINGS**. And, of course, come by and look us over any time you can.

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ELSBERRY, MO.
Hugh Steavenson, Prop.



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SEEDLINGS

GRAFTED TREES

We offer only the Peter Lui strain of Chinese Chestnut trees which produced the Nanking, Meiling and Kuling varieties. We give you the advantage in price of our long growing season and cheap labor in addition to the proven quality of our trees. Your inquiries are invited.

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ALLEGAN, MICH.

Seedlings—Transplants
Finished Stock
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Seedlings and Transplants

NEWPORT NURSERY CO.
NEWPORT, MICH.

for the selection of material and comprehensive contents. Its 144 pages are profusely illustrated with the drawings of Mrs. McKenna and with reproductions of photographs numbering several hundred altogether, giving ready point to the text of P. J. McKenna, known for his work on the staff of the New York Botanical Garden.

Chapters cover planning, types of plantings, selection of trees of various types and purposes, lawn making, shrubs, annual and perennial flowers, vegetables and fruits, soil care, grading and construction and, finally, "a gallery of landscaping errors," with lessons for numerous planters.

LABORSAVING PLANTING

The fifth volume in the Studio Gardening Annuals, "Gardens and Gardening," is designed to give ideas for lessening the burden of garden maintenance and is therefore titled, "Labour-Saving Planning & Planting." Just published by the Studio Publications, at \$4.50, it comprises six articles by different writers on various phases of gardening under English conditions and climate. The chapter on garden surfacing and pavings has to do with the construction of paths, steps, terraces and arches. The chapter on laborsaving flowering trees and shrubs lists those whose permanence and maintenance require little care. Shrubs for ground cover include the hardy heaths and other plants. Screens, arbors and garden houses are discussed in a chapter, hedges in another and the economy of the rose in the final chapter.

PESTICIDE HANDBOOK

"Pesticide Handbook" for 1954, the sixth edition, compiled and edited by Donald E. H. Frear, has just been published by College Science Publishers, State College, Pa., in a paper-bound edition at \$1.25 and a cloth-bound edition at \$3. The edition contains the names of nearly 6,000 commercial pesticides, with information on their active ingredients, manufacturers and uses. The chief list is that of trade names arranged alphabetically, with references to indicate the type of product and the manufacturer. Other lists include one according to uses, one of commercial pest-control operators and one of manufacturers arranged in alphabetical order. The handbook has already established its usefulness for reference in its completeness and accuracy.

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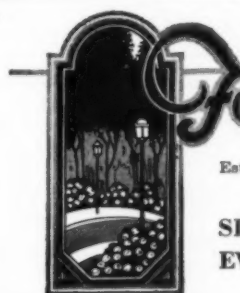
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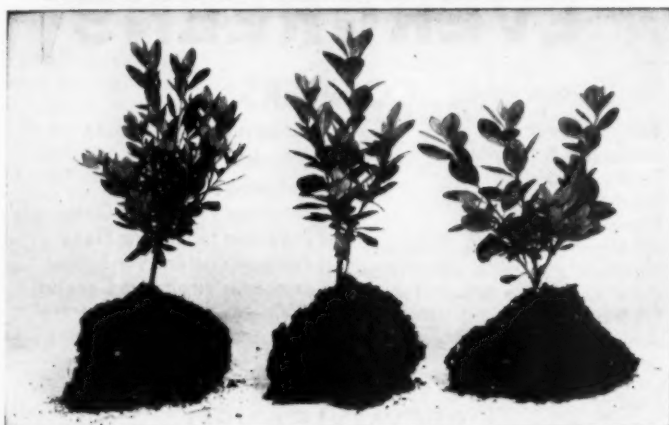


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1 to 5 bu.	Per bu.	\$3.75
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4-in. length, 3/16-in. width.

.020 gauge—1800 strips per lb.

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Build profits with Wight's container-grown
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Evergreens, Trees

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CAMELLIA SASANQUA

18 to 24 ins., well-branched plants, B.R., \$1.00.

4 to 6 ft., B&B specimen plants for landscape work, 75c per foot.

Bed liners, branched, 50c each.

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SEMMES
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AZALEAS - CAMELLIAS

and other choice evergreens

Wholesale Catalog SEMMES, ALA.

NEW MEXICO CONVENTION

[Continued from page 10]

After lunch at the waterfront cafe, Mark Gosdin, instructor in horticulture at Texas Technological College, Lubbock, presented an illustrated talk on landscaping small homes.

Aspects of Landscape Planting

According to Mr. Gosdin, there are three aspects of landscape plantings—art, the creation of the picture in a garden plan form; engineering, which includes the actual construction of the architectural features, such as walks, drives, walls, etc., and horticulture, the growing of plants and their care by the homeowner.

Because each member of the family has different ideas on how the yard should be developed, the final plan is usually a compromise. Mr. Gosdin stated that the garden should be planned for enjoyment; therefore, plantings that require heavy maintenance should be avoided.

The business meeting was held on the second morning. In the absence of the secretary-treasurer, Mrs. Frank Feather, Mesilla Park Plant Farm, Mesilla Park, her duties were taken over by John Murray, Albuquerque.

A resolution was passed inviting the Plains Nurserymen's Association to meet with the New Mexico association in 1955. This invitation was accepted by the Plains association at their meeting in Lubbock, Tex., the following week, and a joint meeting will be held at Albuquerque, N. M., in 1955 at a time to be determined by the boards of directors of the two organizations.

After the election of officers, the meeting adjourned, and the American Association of Nurserymen members called a meeting. A. A. N. Vice-president Bob Baker presented the charter to chapter 27, region V of the A. A. N. Mr. Baker stated that in 1951 when the New Mexico association was founded, there were only four A. A. N. New Mexico members, and that now there are 15 members.

Dan Carpenter was elected president of the chapter, and Mrs. Dan Carpenter, secretary-treasurer. Mr. Carpenter was also chosen delegate to the A. A. N. convention, and Horace Pribble, Pribble Bros., Hobbs, N. M., was chosen alternate.

New Mexico Sidelights

Bob Baker, vice-president of the American Association of Nurserymen, and Mrs. Baker wore the smiles of new grandparents at the convention. J. B. Baker IV was born to

their son, J. B. Baker III, and his wife on April 22.

Dan Carpenter, Carpenter Nursery, Roswell, N. M., has opened a second garden shop on the west side of the city on U. S. 70. In addition to nursery stock, the shop features high quality gifts.

Mrs. Laverne Kershner, Clovis, had to greet friends with her left hand. Two fingers on her right hand had been badly injured in a lawn mower.

Arphus Carter, of Matlin's Nursery, Ontario, Calif., was popular with the kiddies. He had with him a young spider monkey that he acquired in Mexico the day before the convention.

Vice-president elect J. J. Wells, Clovis Landscaping Co., Clovis, was on a busman's holiday. When he is not busy with the nursery, he operates a diesel locomotive for the Santa Fe railroad and twice a week makes the run from Clovis to Carlsbad.

PLASTIC INSULATOR

Styrofoam, when applied under the glass in greenhouses, has been shown to be effective as an insulator, according to a recent release by the Dow Chemical Co., Midland, Mich., the plastic's manufacturer.

According to the report at the Dow agricultural chemical research station, Freeport, Tex., Styrofoam was used with extremely satisfactory results. A 1/2-inch sheet of the material was fitted on the underside of the rafters, so that there was a 1 1/4-inch space between the glass and the Styrofoam. This space was open at the lower edge to allow cool air from the ground level to rise and carry trapped heat out through vents at the top of the greenhouse.

The use of this insulation reduced the amount of light entering the greenhouse from a recorded 5,600 foot-candles to 1,500 foot-candles. Temperature, when the sun was high was 90 degrees Fahrenheit, compared to 105 to 110 degrees F. before the Styrofoam was installed.

The manufacturer's conclusion is that the use of Styrofoam as an insulator helps to solve the problem of plant injury that may be caused by intense heat and light during the summer months. Styrofoam afforded light reflection, light transmittance and heat and cold insulation.

CRAB APPLE tree plantings in local parks marked the celebration of Arbor day recently by the North Jersey Metropolitan Nurserymen's Association.

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California-Grown Roses

New and old

Trees — Climbers — Bushes

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Easiest way to sell TULIPS, HYACINTHS, DAFFODILS, etc. Lowest prices for top-quality bulbs. Order bulbs as you need them from the large stock we carry throughout the fall season.

STASSEN will also ship bulb orders direct to your customers under your name and label through use of the retail catalog which we have prepared for dealers.



Your own full color catalog — folds to 9½ x 6¼ self mailer — streamlined — only the big top sellers — self contained order blank. COST PRICES.

\$60 per 1000 imprinted
\$33 for 500 imprinted
\$7.00 per 100 NOT imprinted

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Pioneering Seedling Growers on
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Specializing in Fruit Tree Seedlings and
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French Apple Seedlings, Str. and Br.
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Ussuriensis Pear Seedlings
Mahaleb Cherry Seedlings
Mazzard Cherry Seedlings
Myrobalan Plum Seedlings
American Plum Seedlings
Angers Rooted Quince Cuttings
English Privet Cuttings

John Holmason & Sons, Props.

America's Most Complete Collection of IRISES

Also DAYLILIES, POPPIES, LILIES and
OTHER NEW PERENNIALS.

Send for Trade List.
WALTER MARX GARDENS BORING, ORE.

ROSES — Field Grown

Patented and Nonpatented.
Finest in roses since 1935.
Write for new list and prices. Contracts
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CALIFORNIA

Association of Nurserymen

ELMER J. MERZ, Executive Secretary

LOS ANGELES MEETING

Development of the greatest asset a businessman can possess, his sales personality, was the theme of C. C. Mullins, of C. C. Mullins & Associates, Los Angeles, in his talk before the Los Angeles chapter of the California Association of Nurserymen at the group's May meeting, at Arcadia.

Mr. Mullins was introduced by Charles Crum, Rosedale's Nurseries, Monrovia, a fellow member of the Los Angeles Sales Executives Club.

Mr. Mullins, head of a sales training organization, advised his audience to "check your own sales personality, because 85 per cent of the success of top sales executives is due to their sales personalities, with only 15 per cent resulting from a knowledge of business."

More than 130 members and guests were present to hear this climactic talk that closed the series of speeches on sales promotion ideas. The past year's program was arranged by Program Chairman O. L. Weeks, Weeks Wholesale Rose Grower, Ontario.

In his talk Mr. Mullins stated that factors contributing to a pleasing sales personality are (1) Appearance—look your best every day; (2) Voice—study your voice with the thought of improvement; (3) Facial expression—smile, look pleasant at all times; (4) Service—give your customer a little extra service, something beyond his expectations; (5) Development of memory—have a desire to remember your customers' names; (6) Use of special abilities—if you can sing, play the piano, etc., use such abilities; (7) Self-control—exercise self-control with your customers regardless of provocation, and (8) Conversation—in conversation with customers, tell them what you can do for them.

Preceding the main address, Clyde Stocking, Stockings Rose Gardens, San Jose, the director of region 6 of the American Association of Nurserymen, explained some of the advantages of membership in the national organization. Mr. Stocking pointed out the value of the many bulletins and the publicity campaigns and the success of the group in re-

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MONTEBELLO, CALIF.

tarding the importation of foreign plant material at prices injurious to the industry in this country.

Members were reminded of the chapter's annual rose show, scheduled for June 23 at the Story Park Clubhouse, at Alhambra.

A letter was read from Executive Secretary Elmer Merz, of the C. A. N., announcing that copies of the Reader's Digest article "Warning All Gardeners" are available by writing the publication's headquarters, at Pleasantville, N. Y.

Notable guests at the meeting were Mrs. Roberta Lord, of Conard-Pyle Co., who attended with Connie Elmer, Elmer Roses, San Gabriel; and Jack Evans, Evans & Reeves Nurseries, Los Angeles, the current president of the California chapter of the A. A. N.

Ed. McNeill

PENINSULA CHAPTER MEETS

The Peninsula chapter of the California Association of Nurserymen held its May meeting at San Mateo. Attendance was about average, and three guests were present—Ben Ginden, Ginden Nursery Co., San Bruno; Gray Hinckley, Organic Factors, Stockton, and Kart Mitahar, Mayfair Nursery, San Jose.

The plant table, which has been a feature of the meetings of this group, was filled with unusual and better than usual types of plants. Various members contributed the specimens shown, and each who made a contribution gave a short talk on the plant, its uses and value to home gardeners of the area. Among the plants shown were *Michelia fuscata*, *Cestrum elegans*, *Abutilon megapotamicum*, *Veronica chathamica* and *Ochna multiflora*.

W. B. B.

PRIEST POINT NURSERY, Marysville, Wash., has moved several thousand plants to a new location, one mile east of Silver Lake, where the owners, R. D. Leamer and E. F. Chadwick, are opening up Rhodazalea Gardens. The Priest Point holdings will be sold.

DAN and Lynn Mossholder, co-owners of Mossholder Nursery, El Monte, Calif., recently closed their retail nursery after 20 years in the area to devote full time to breeding and wholesale growing of azaleas.

MORE than 1500 varieties of plants and flowers were on display opening day at the Hamilton Fish Nursery, San Jose, Calif.

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Hold Western Tree Conference

By Walter J. Barrows

The recent 4-day meeting of the Western chapter of the National Shade Tree Conference was held in the beautiful Claremont hotel, high on the hills of Oakland, Calif., in an environment of rare, exotic trees, overlooking Berkeley, Alameda and the San Francisco bay.

Election of Officers

The new officers of the Western chapter, National Shade Tree Conference, elected at the annual business meeting, are Maunsell Van Rensselaer, director of the Saratoga Horticultural Foundation, Saratoga, president; Alan H. Reid, landscape architect, Palo Alto, vice-president, and C. Elmer Lee, line clearance supervisor, southern California Edison Co., Los Angeles, secretary-treasurer.

President Harriss opened the meeting with a short address of welcome and appointed committees. Succeeding was the first report, "Heart Rots in Living Trees," by Dr. Willis W. Wagener, senior pathologist, United States forest service.

The formal address of welcome was given by Clifford E. Rishell, and Maunsell Van Rensselaer made the formal response. Afterward, Newton B. Drury, chief, California division of beaches and parks, department of natural resources, gave an informative speech on conservation, in which he told the assembled group of the

excellent additions to the state park system. One of these acquisitions is the Calaveras grove, in the Santa Cruz mountains.

Bishan Yassamy, regional forester for the state of Tehran, Iran, added a foreign touch to the conference. He is in the United States under the Point Four program. Mr. Yassamy is studying forestry operations so that he may return to Iran and be of aid to his country in formulating a forestry policy. It is interesting to note that Iran is not all desert, as many persons believe, but it has many thousands of acres of forests along the Caspian sea, where the average rainfall is 40 inches a year. The forests are principally covered with hardwood trees, and only two varieties of conifer trees are native to the country. A great deal of hardwood is used in the production of charcoal, and a considerable amount of walnut wood, *Juglans regia*, is exported to Italy and other countries for the production of fine furniture.

California Has Good Tree Program

During the second day's session, Woodbridge Metcalf, extension forester, University of California, told the group of "Some Aspects of Reforestation," citing that the Northwestern counties of California contain more marketable lumber at the present time than the states of Minnesota, Wisconsin and Michigan



New officers of the Western chapter of the National Shade Tree Conference. Left to right are C. Elmer Lee, Los Angeles, Calif., secretary-treasurer; Alan H. Reid, Palo Alto, Calif., vice-president; Walter J. Barrows, Whittier, Calif., editor, and Maunsell Van Rensselaer, Saratoga, Calif., president.

There's Something About a Rose

There's something about a ROSE.
She stands so straight and tall.
She's justly proud to be proclaimed
The Queen of Flowers, all!

There's grandeur in her bearing.
Majestic, serene and true.
Her elegance, grace and beauty
No other flower can out allure.

She's not exotic as the orchid.
Nor wistful as many faces.
She's not towering in the bushbuck.
Nor fragile as daisy leaves.

There's SOMETHING about a ROSE
That sets her far apart.
I think this special something
Is her gift from God's own heart!

— JAMES K. MCGEE

Season: 1954 - 1955

WEEKS

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combined. Mr. Metcalf stated that California is most fortunate to have a properly managed tree farming and reforestation program which will enable the state to continue producing its share of the nation's supply without diminishing its reserve.

In the evening, an interesting panel was moderated by Roger Sohner, arborist, San Anselmo, Calif., on line clearance. His panel members were Keith Davey, Davey Tree Surgery Co., San Francisco; C. F. Holderness, Rowland Trees, Pasadena; C. Elmer Lee, Southern California Edison Co., Los Angeles, and Walter Gruenig, Pacific Gas and Electric Co., San Francisco. It was stated in the discussion that since line clearance must be conducted on diverse topographies, variable climatic conditions and a multiplicity of land ownerships encompassing many different varieties of trees, it is evident that clearance operators are faced with the prospect of many individual decisions in each mile of line cleared.

Insect Pest Control

On the third day, Dr. Richard Douth, assistant professor, department of biological control, University of California, presented an instructive program regarding "Bene-

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Rhododendrons Camellias
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ficial Insects." A group of Kodachromes clearly showed the effect of these biological controls in the matter of several types of scale insects. Dr. Douth pointed out that while biological control of insects is possible, it may not always be practical. However, the consensus was that more research in the field of biological control will give better control of natural insect populations.

The members left the Claremont hotel at 10 a. m. by chartered bus and arrived shortly at the California-Spray Chemical Co., Richmond, Calif., where they were taken in small groups through the chemical company and shown the production of insecticides and modern methods of packaging, casing and warehousing.

Horace H. Bosworth, associate landscape architect, California division of highways, related to the group "How California Saves Its Highway Trees." With the complex problems of traffic, patrol graders, heavily loaded trucks, farm animals, insects, diseases and vagaries of the weather, it is surprising that the state highway department can save its trees. Mr. Bosworth stated, "Saving trees appears to be like preserving liberties; eternal vigilance and constant attention to duty are required."

Report on Oak Root Fungus

The last morning's general session, moderated by H. O. I. Staniforth, superintendent of parks, Redlands, Calif., was planned in such a manner that the local tree workers who had been unable to attend the other meetings of the conference were given an opportunity to take advantage of some excellent reports, one of which was that of Prof. Pierre A. Miller on "Some Aspects of Oak Root Fungus." Professor Miller, plant pathologist, University of California, has had a great deal of experience in combating Armillaria mellea.

Harry Turner, secretary-forester of the East Orange tree commission, made it possible to see a film on the "Shade Tree Commission in Action," exhibiting the work of the finely trained men and the adaptations of equipment as used at East Orange, N. J.

The meeting adjourned at 12 noon, as scheduled, thus bringing to a successful conclusion another outstanding conference of the Western chapter.

O. BERTLET has recently purchased the Larkfield Nursery, Commack, L. I., N. Y.

PRICE FERTILIZER INGREDIENTS BY POUND

The best way to compare fertilizer prices is on the cost per pound of nutrient basis, according to Wallace A. Micheltree, extension specialist in soils at Rutgers University. Fertilizer materials are priced by the ton. The various materials contain different amounts of actual nutrients and therefore cannot be compared pound for pound.

Nitrogen carriers are guaranteed on an actual nitrogen (N) basis, potassium materials on a potassium oxide (K_2O) basis and phosphorus on a phosphorus pentoxide (P_2O_5) basis, Mr. Micheltree explains. Once a person knows the number of pounds of nutrients a ton of the material will deliver, he can divide it into the per ton price and obtain the per pound price. This requires a certain amount of arithmetic.

In the case of sodium nitrate, which is 16 per cent nitrogen, a 100-pound bag contains 16 pounds of nitrogen. Since there are 20 100-pound bags of sodium nitrate in a ton, then 20 times 16 equals the number of pounds of actual nitrogen in a ton of the material—320. This figure divided into the quoted price per ton gives the price per pound of nitrogen in sodium nitrate.

In this way the price of a pound of nitrogen from sodium nitrate can be compared to the price of a pound of nitrogen from ammonium nitrate. Other nutrients in other fertilizers can be compared in the same way.

HORTICULTURAL THERAPY

A program encouraging the use of horticultural therapy is being sponsored by the cooperative extension service of Michigan State College, East Lansing, Mich. Acceptance of the program, which makes wide use of plant materials, has exceeded the hopes of those sponsoring it. A folder, F-181, recommending techniques for the practice of horticultural therapy, is available from the college.

Bulb culture, plant identification, greenhouse gardening and flower arranging are among the subjects discussed by the folder. The use of horticultural therapy with blind persons is advocated, and special materials are suggested for use in work with the blind, the bed-ridden, ambulatory patients and patients who need to develop manual dexterity.

A & M GARDEN SHOP, Iselin, N. J., is a new firm owned by John Miele.

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HORTICULTURAL WRITER

Young man wanted for editorial staff of horticultural publication. Should have horticultural or agricultural training and/or nursery experience, plus ability to write clearly and correctly. Attractive salary and working conditions in one of nation's largest cities. June, 1954, graduates may qualify. Please supply full information, including salary desired, in first letter. Write Box 70, care of American Nurseryman.

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Industrious young man to join our office staff as junior executive. Some horticultural experience preferred. An opportunity to see and learn all phases of the mail-order nursery business. Every chance for advancement if applicant has initiative, ingenuity and the will to succeed. Give full qualifications and references in first letter. Address The Wayside Gardens Co., Mentor, Ohio.

FOR SALE

52-year-old nursery and florist business, T. D. S., in the heart of western Oklahoma trade territory. Over 5 acres of stock, half under overhead irrigation, approximately 5000 sq. ft. under glass. Modern house and flower shop. Death of my husband and ill health force my retirement.

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TREE EQUIPMENT

Includes complete seven tool box Chevrolet heavy-duty truck, seven-ton power winch mounted behind cab, Homelite generator, 14 and 20-in. saws, Rean 35 sprayer, reiller, Stanley electric hammer, heavy-duty ¾-in. drill, lots of small tools, cable, lags, etc.

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HARDY CHRYSANTHEMUMS
ROOTED CUTTINGS, SHIPPED PREPAID.
Special collection No. 1. 25 each, 10 varieties
our selection, labeled, for \$15.00 Prepaid.
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POT-GROWN AND TRANSPLANTS
Each Per 100 Per 1000
Arborvitae, American, \$0.20 \$0.18
dark green \$0.20 \$0.18
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Euonymus alatus compactus \$0.18 \$0.16
2-yr. pots \$0.18 \$0.16
Juniperus chinensis pfitzeriana, \$0.24 \$0.22
1-yr. pots \$0.24 \$0.22
HEAVY-ROOTED CUTTINGS
From flats, rooted outside in bath house.
Delivery now.

Arborvitae, American \$0.10 \$0.09
Dark Green \$0.10 \$0.09
Arborvitae, elegantissima \$0.10 \$0.09
Arborvitae, Globe Woodward \$0.10 \$0.09
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Boxwood, Korean \$0.09 \$0.08
Euonymus alatus compactus \$0.09 \$0.08
Euonymus erectus \$0.07 \$0.06
Euonymus vegetus \$0.07 \$0.06
Juniper, Swedish \$0.10 \$0.09
Juniperus chinensis pfitzeriana, \$0.13 \$0.12
6 ins. \$0.13 \$0.12
Juniperus glauca hetzi \$0.11 \$0.10
Taxus cuspidata \$0.10 \$0.09
Taxus intermedia \$0.11 \$0.10
Taxus media, spreading \$0.11 \$0.10
Terms: 2% discount and free packing for
cash with order. Our stock guaranteed 100%
satisfactory or return within 5 days for full
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250 plants at 1990 rate.
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Top quality surplus stock.
Taxus Hickel or Cuspidata, 1-yr. liners, Each
12c ea., 2-yr., 17c ea. \$0.50
Hex Glabra, field plants, 15 ins. \$0.50
Hex Crenata Convexa, 2-yr., 6 to 8 ins. \$0.15
Hex Crenata Convexa, 3-yr., 8 to 10 ins. \$0.20
Bearberry, 4 to 6 ins., runners (pots) \$0.35
Bearberry, 6 to 10 ins., runners (cans) \$0.50
Zanthoxyla (yellowroot), 6 ins. \$0.19
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HOLLY HAVEN, INC. Whitesboro 2, N. J.

JUNIPERUS PFTZERIANA JUNIPERUS CHINENSIS JUNIPERUS HORVATHI

15 to 18 ins.
18 to 24 ins.
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Heavy-rooted cuttings from cold frame, 7c
each. 1-yr. field transplants, 6 to 10 ins.,
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2-yr., field-grown, 12 to 15 ins., 3 br. and up,
35c each.

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Per 100
EUONYMUS COLORATUS (Winter Creeper)
2 1/4-in. pot \$12.50
strong, 1-yr., field-grown \$25.00
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2 1/4-in. pot \$12.50
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CUNNINGHAM GARDENS
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Pinus Strobus, White Pine, beautiful bluish,
glossy green needles, 2 to 3 ft., \$25.00 per 100;
3 to 4 ft., \$30.00 per 100; 4 to 6 ft., \$50.00 per
100. Sample doz., \$5.00.
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JAPANESE BLACK PINE, 4 to 5 ft.

About 350.
PARMENTIER'S ROSES
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Good money for dealers. \$2.75 per square
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CENTIPEDE GRASS—\$1.00 per bushel,
F.O.B. Auburn, Ala., or sold in truckload lots
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Ajuga genevensis \$12.50 \$110.00
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PACHYSANDRA TERMINALIS—strong-
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\$ 3.75 per 100
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USING CLUMP GROWERS

[Continued from page 11]

tween them. A woody effect is created when the spacing is more irregular. This effect may not appeal to homeowners at first, but as the trees mature and persons become accustomed to seeing them, the effect will become appreciated and many persons would not want the planting any other way. Single and multiple-stemmed types may be used on the same street, particularly if the land or lawns are rolling. Sometimes we rest too long on the things that have been practiced for years.

A group of clump-growing small trees used with a ground cover that has an irregular pattern is appealing and often has double interest if a woodland or shrub planting is nearby. The use of strongly colored perennials with these trees is not generally to be recommended, but, with some types of homes, Cape Cod, for instance, this is possible. It takes imagination, an artistic feeling and maybe a little courage.

Retaining Wild Cherry

When wild cherry (*Prunus serotina*) has escaped the bulldozer in some of the new developments, it really does not look too bad if it is taken care of. In the rear of some homes, it has provided good shade and even a durable limb to hold a child's swing. These cherry trees often have several trunks and can be pruned into something usable. This might be suggested to persons who are not financially able to buy expensive replacements.

It is rather difficult to determine which type of home is suited for these small trees or large shrubs that have several main stems. Low, rambling types certainly qualify. Almost any type, however, can accept plants so formed, so that the landscape effect is improved, if plants are wisely selected and artistically placed.

Practically any large shrub or small tree can be used as a multiple-stemmed plant, but some plants are better suited than others. Any of the following might be used because of the reasons listed, or for any other reason. Flowering dogwood and Kousa dogwood have a tendency to grow this way. This, coupled with their arm-like branching habit and bark interest, make them worthy of consideration. Cornelian cherry (*Cornus mas*) is not out of order, either. The two shad-blows have already been mentioned and not only have a clean bark but enough of an upright habit to be incorporated in

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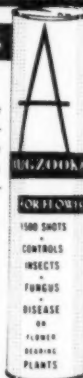


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shrub borders or street plantings. They might well be considered alternates for gray birch. The river or red birch (*Betula nigra*) has been neglected by many but deserves a healthy consideration, as might the larger-growing canoe or paper birch. The franklin tree (*Franklinia alata-maha*) grows naturally in this stick-like form and provides a smooth, twisted light gray striped bark that is evidenced in illustration C.

The sweet bay, saucer, oyama and Chinese magnolias (*Magnolia virginiana*, *M. soulangeana*, *M. sieboldi* and *M. denudata*) need no introduction, nor do the flowering crab apples, cherries or peaches. The flowers are colorful additions to any planting.

Such large shrubs as the common lilac are often better suited than the hybrid forms. Illustration B shows why a multiple-stemmed lilac makes a better plant for this location than a lilac with one main stem. It does not look so lonely. Other large shrubs might include the witch hazels and spice bush (*Benzoin aestivale*).

The maples could be represented by the amur maple (*Acer ginnala*); paperbark maple (*Acer griseum*), if you can purchase it, and the Japanese maple (*Acer palmatum*).

Additional Possibilities

Additional flowering small tree or large shrub possibilities are white fringe tree, Scotch laburnum (*Laburnum alpinum*), Carolina silver bell, Japanese snowbell (*Styrax japonica*) and Korean, Japanese, mountain and showy mountain Stewartias (respectively *Stewartia koreana*, *S. pseudocamellia*, *S. ovata* and *S. ovata grandiflora*). The Stewartias are not only desirable for their late June and July flowers but also for their variegated-appearing bark. Common crape myrtle (*Lagerstroemia indica*), as well as its varieties, is certainly usable and has been grown as far north as New York city and Long Island.

Even the mountain laurel makes an interesting semi-tree. Its twisted branches add a touch of antiquity and a bit of the unusual. A pair of pruning shears in the hands of a deft operator may often be needed.

The narrow-leaved evergreens are adaptable in the forms of lace-bark pine (*Pinus bungeana*), Japanese white pine (*Pinus parviflora*), silver Japanese white pine (*Pinus parviflora glauca*) and others. In fact, many plants might be chosen, evergreen or deciduous, as long as they have the desired form for the place in mind.

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FLORIDA CONVENTION

[Continued from page 8]

storage, he discussed the role of the 15 major elements required for plant growth.

The surface soil layer, Mr. Henderson said, is the only one of interest to nurserymen and growers. They should be interested in the characteristics of this layer, such as texture, organic matter content and chemical reactions. In Florida soils, the content of organic matter ranges from 0 to 100 per cent. He said many of the sandy coastal soils contain no organic matter, whereas the muck soils are almost 100 per cent organic. The texture of the soil depends on the size of the particles. In discussing the various particle sizes, he pointed out that soils used by Florida nurserymen contain from 2 to 10 per cent clay, or a small amount, as compared to soils of other sections of the country.

Mr. Henderson pointed out the wide range of pH in Florida soils. There are soils with a pH of less than 4.0; others have a pH of more than 8.0.

Another problem of Florida soils is drainage. He explained that drainage depends on porosity of the soil, depth of the water table and hardpan layers. Some soils are so poorly drained that they are of little use to horticulturists. He stated also that drainage of soils can be predicted by color of the soil—white soils are usually those with best drainage, whereas blue soils are poorly drained. Mr. Henderson discussed the chemical exchange within the soil and how it varies with different soil types. The pH of the soil and its effect on availability of nutrients were also covered.

Factors Affecting Fertilizers

Dr. George D. Thornton, professor of soils, University of Florida, then spoke on fertilizing materials and the factors affecting their use. He described parts played by different fertilizer elements in plant growth, relating their chemical functions within the plant. He outlined factors affecting utilization of the nutrient elements, giving soil reaction, or pH, moisture influences and microorganisms as major ones. Dr. Thornton said that pH or soil reaction is particularly important in Florida soils, which range in the natural state, from highly acid to highly alkaline. He mentioned that the best utilization of elements in the plant is obtained when plants grow in soils ranging in pH from 5.2 to 6.5.

Soil reaction, pH, is measured by

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a yardstick referred to as the pH scale. A pH value of 7 is neutral, and Dr. Thornton pointed out that a change of one unit on the pH scale represents a tenfold change in soil reaction.

Nitrogen, he said, is little affected by soil reaction except at extreme ends of the pH scale, where strong acid or alkaline reactions reduce both nitrogen fixations and nitrogen transformation. At an exceedingly low pH, he said, iron and aluminum unite with phosphorus into insoluble forms.

In his discussion of minor elements, Dr. Thornton stated that manganese, iron, boron, copper and zinc are all more adversely affected by reactions above pH 7 rather than below. On minor element relationships, Dr. Thornton discussed the effects of organic matter, soil texture and the subsoil on the aeration, soluble salt, ammonification and nitrogen deficiency in the soil.

Soil Tests Used As Planting Aid

Dr. William L. Pritchett, soil technologist, Florida agricultural experiment station, talked on interpretation and use of soil tests as an aid in growing ornamental plants. He reminded his audience that the rapid tests provide, at best, only a general

index to the mineral element content or fertility of the soil.

He defined soil testing as a chemical means of estimating the amount of plant nutrients available or that will become available to a crop during a growing period. The major limitations in using soil tests as a guide, he said, are (1) the assumption that the sample tested is representative of the soil or area sampled; (2) the difficulty in translating soil tests into fertilizer recommendations, and (3) the difficulty in maintaining clean reagents and equipment while making soil tests. This indicates the need for care in obtaining a good, representative soil sample, a realization that the soil sample is only one of many guides to fertilizer recommendations and care on the part of soil testers to use only clean materials in making soil tests.

Aids that can be used in interpreting soil tests include a knowledge of the characteristics of the soil being tested, the observations of deficiency symptoms in plants growing on the soil and tests on fresh plant tissue.

The subject of minor element deficiencies of ornamental plants in Florida was covered by Ralph Dickey, associate horticulturist, Florida agricultural experiment station. He stated that each deficiency has a

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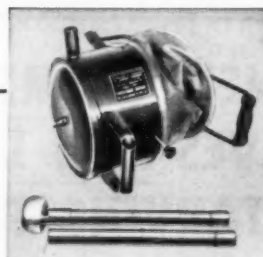
symptom complex, which, if known by the growers, aids in its diagnosis. All parts of the plant may show a symptom of a disorder, but symptoms are usually more noticeable on the leaves.

Characteristically, the leaves at or near shoot terminals show deficiency symptoms first if manganese, iron, zinc, copper, calcium or boron is involved, he said. Deficiencies of these elements have chlorosis, or yellowing, of the foliage as a primary symptom. Manganese-deficient leaves usually show little, if any, decrease in size, whereas those affected with a deficiency of zinc, iron, copper, or boron are often much smaller than normal. Symptoms of potash and magnesium deficiency appear first on the basal leaves of shoots and progress toward the terminals as the season advances.

Controlling Malnutrition

Mr. Dickey said that spray and soil treatments, either alone or in combination, are the general methods of controlling malnutrition. Spray applications are more effective when made during or just before a period of active growth, and response to spray applications can usually be observed from two to eight weeks after treatment. Soil applications have more lasting effects on malnutrition but are usually slower in overcoming a deficiency symptom.

Mr. Dickey emphasized the point made earlier by Dr. Thornton that, as the soil reaction approaches pH 7 from the acid range, there is more likelihood of reducing manganese, zinc, iron and boron deficiencies. To a similar but lesser degree, this is true of copper and magnesium. As the soil becomes high in acid content, a number of heavy elements such as manganese, zinc, boron and magnesium are leached more readily from the soil. Mr. Dickey related the deficiency problem to the growth of plants in Florida soils from the following observations: (1) Manganese deficiency is likely to show up on highly acid and highly alkaline sandy soils. (2) Iron is a common deficiency problem in the coastal areas. Mr. Dickey recommends for acid soils the chelated form of iron sold as EDTA, and for alkaline soils, the chelated form sold as EEDTA. (3) Copper is frequently low in sandy soils and is particularly troublesome on newly cleared land. (4) Boron shows up on overlimed and alkaline soils and is a problem on gladiolus in the coastal areas—it leaches readily and may become



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toxic if too much is used. (5) Magnesium deficiency is common on citrus and tung. This lack is difficult to correct by soil applications, as some plants take up this material somewhat slowly.

Immediately after dinner, the nurserymen and growers bombarded a panel of experts with questions formulated as a result of the afternoon session. The panel was under the direction of Dr. Sheehan.

Social Activities

There was more than meetings for those attending this convention at Miami, for a well-rounded social program had been planned. The social program was arranged by Thelma Vick, Sally Lalor and Mary Thompson. Social activities began Sunday afternoon in the hospitality room sponsored by the Nurseryman's Association of Dade County. Sunday evening a big buffet supper was held, and guest speakers included State Senator Edwin Fraser and a former Florida governor, Fuller Warren.

Monday there was a pool party for the ladies, followed by a ladies' luncheon, fashion show and tour. A water show sponsored by Gaylord Continental Corp., Tampa, was the highlight of Monday night's social functions. Tuesday the ladies enjoyed a 3-hour boat cruise showing the water front estates of Miami and Miami Beach. The convention ended with a banquet, floor show and dancing Tuesday evening.

TULSA FIRMS COOPERATE IN PLANT-UP CAMPAIGN

As their part in publicizing "Clean-up, Fix-up, Paint-up, Plant-up" week, eight Tulsa nurserymen joined forces to landscape a Tulsa home, which had previously been painted and improved by a contractors' association. The improvement week is promoted as a part of a comprehensive campaign by the chamber of commerce to beautify the city of Tulsa.

The home, owned by a widow of a World War I veteran, was selected for improvement by the Veterans of Foreign Wars. Eight nurserymen took part in the landscaping, donating plants and services valued at \$225. The cooperating firms were Thomas Landscape & Nursery Co., O. K. Gardens & Nursery, Holland Nursery, Mayfair Nurseries, Hunter & Sons Nursery, Reser Landscape Nursery, American Landscape Nursery and Matthews Landscape Nursery.

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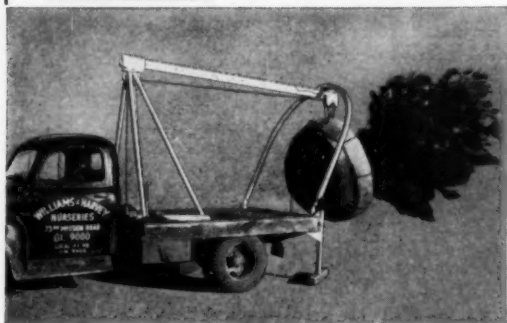
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SPRING REPORTS

[Continued from page 9]

pers will be completed ahead of last year. At present a good growing season is expected, although balled and burlapped material will be in much shorter supply than formerly. Heavy demands for B&B stock the past few years have made inroads into available supply, and it takes a long, long while to grow on and develop a finished salable plant from the lining-out stage."

Many Problems Overcome

The same amount of business dollarwise as last year is reported by L. C. Vanderbrook, Vanderbrook Nurseries, Manchester, Conn., who states that practically the same amount of stock was moved by the firm also.

"We have continued a good business and a generous line of stock," Mr. Vanderbrook says. "Help has been plentiful with us this spring and of a slightly better caliber. Shipping problems were usually overcome by shifting from slow methods of transportation to faster ones and vice versa to meet customers' requirements. The weather was good while we were digging."

As for the firm's supply of stock for the future, Mr. Vanderbrook states that its usual line will be offered, a line which has been standardized through various production methods to include practically the same varieties from season to season.

"We do not foresee any oversupply in any lines which we are handling," Mr. Vanderbrook declares. "In fact, there may be a shortage, particularly in evergreens — especially the yews. We have geared our plantings so that we are planting approximately the same number from season to season, and for the present do not plan any considerable expansion. Our prices for the coming season will remain the same as in the past year, namely firm, with no increases or reductions."

New York Firm Does Late Planting

John W. Kelly, Kelly Bros. Nurseries, Inc., Dansville, N. Y., states that late March and early April were characterized by unseasonably warm weather followed by unusually cold and wet weather. For one stretch it rained every day for more than a week. As a result, Mr. Kelly says, the firm is late doing its planting. The cool weather did permit a long and good shipping season.

"Fruit trees moved well," Mr. Kelly notes, "and our mail-order business was active. The labor situ-


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ation was eased, and we were able to employ all of the help that we needed. It looks as if shrubs and ornamentals are in good supply for the coming season. Fruit trees will continue to be in short crop."

As to the future, Mr. Kelly advises that he can see no reason why the coming year should not be a good one for nursery sales.

Brisk Business in Ornamentals

Ornamentals moved a little more briskly than fruits at Maloney Bros. Nursery Co., Dansville, N. Y., Howard Maloney reports, although the demand was good for all types of nursery stock. The help situation was much better than in the past few years. Mr. Maloney states:

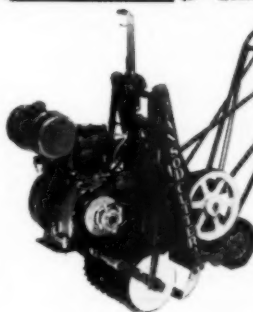
"We found the usual difficulties with employing part-time help, but solved this situation to a great extent by hiring men who were from a night shift at a local factory to work days. These men were dependable and good workers, even though they could not work a full day."

Excessive rain prevented planting until late at Maloney Bros. Nursery Co., and the firm experienced a cold spring generally except for a period in April when it was hot for a few days. Plants were not retarded by being planted late, however, be-

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cause the ground had been too wet and it was too cold for them to grow a great deal.

An ample supply of stock, with planting plans similar to those of previous years, is the firm's outlook for the future. As to prices, Howard Maloney personally feels that nursery stock prices should be raised this year—and certainly they will not be lowered.

Shipping Full Blast

A later than usual shipping season, attributed by C. H. Perkins to the cool weather and late spring, characterized the spring business at Jackson & Perkins Co., Newark, N. Y. Even in late May the firm was "shipping full blast," according to Mr. Perkins.

"This has been quite a satisfactory year," Mr. Perkins states, "both from the standpoint of sales and growing conditions. Prices have held through the season with a few exceptions. Fruit trees, evergreens and shrubs have held most firmly. However, nearly all items have been in good demand and, I think, have sold out pretty well with us.

"Next season looks like a good season, too. It depends, of course, on the economy of the country, but, with the tremendous building program that is going on right now, we do not see how it can miss, and we think prices can hold firm."

Continued Skilled Labor Problem

Gerard Overdeest, Koster Nursery, Bridgeton, N. J., reports a continued labor problem as regards skilled help to mark plans and super-vised diggers.

"It was our great desire not to have more diggers than we could properly supervise," he states, "and thereby satisfy our customers with a first-class balled and burlapped job. We have found in the past that, when we put on more labor, oftentimes the job was not done as it should have been.

"We have managed this spring to line out extensively and have in-

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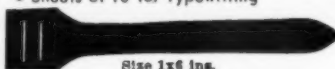
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creased our acreage by about 25 acres of new land. Because of our favorable season, every plant that we planted with our machine seems to be doing nicely. We are looking forward to next season and will be happy if it is nearly as profitable as the one we just left behind."

Demand Exceeds Supply

Another case of demand exceeding supply is reported by Charles Hess, Hess' Nurseries, Mountain View, N. J., who advises that the firm had to turn away a great many orders which arrived late in the season. Mr. Hess reports:

"It appears that nursery stock will remain in short supply for some time to come, and nurserymen in our section report a most satisfactory business this season. Weather conditions have been favorable, with not too much rain. Although it was exceedingly dry in late March and April, May gave us sufficient rain. The labor situation has been better than in the past because of the cut in war industries in this section of the country."

Weather Causes Delayed Shipments

A Pennsylvania firm, Fairview Evergreen Nurseries, Fairview, Pa., reports that spring business was excellent and that the firm's greatest problem was the weather, which caused a delay of about two weeks on all deliveries. Snow storms and bad weather persisted into the first week of April, Mildred L. Bendure, speaking for the firm, advises.

"Labor was plentiful," she states, "and we were able to hire as many men as we could handle satisfactorily. In fact, many applications for work could not be considered."

"We are now doing our own transplanting of liners in a normal or larger than normal quantity. Because we are aware of a demand for larger liners in 4 and 5-year stock for potting, we are planting to meet this need."

"Our opinion is that prices should remain about the same as last year, although business developments this summer could change the picture," Miss Bendure concludes.

Perfect Spring Season

Charles B. Staton, Possum Hollow Nurseries, Philadelphia, Pa., states that nurserymen in the Philadelphia area have been blessed with a perfect spring season for all nursery operations in that the ground opened up early, while somewhat backward weather delayed leafing out, and frequent rains set all stock planted.

"Business in general," Mr. Staton

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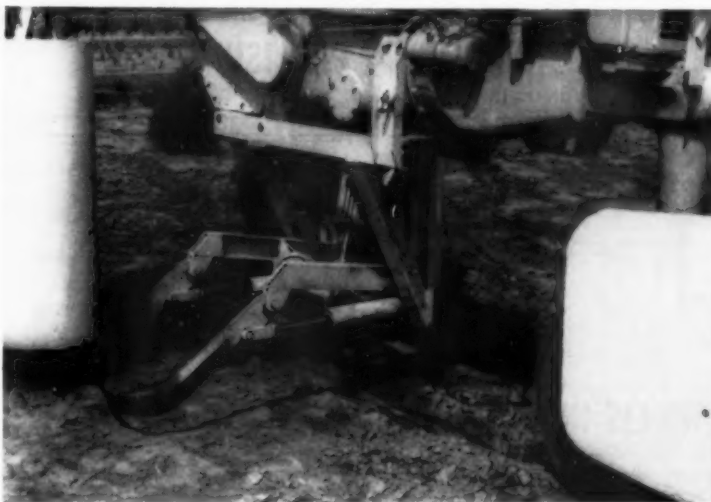
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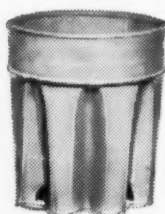
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notes, "is satisfactory but at retail somewhat fitful. We note an increasing tendency on the part of the buyer to be more conservative dollarwise and to look for the best type stock rather than the hardware items. Local landscape nurserymen are doing a capacity business but report some price resistance not apparent previously. Lining-out stock was a complete sellout, with reservations booked for many scarce items grafted and planted just a few weeks ago.

"There is a considerable trend among growers to try new items not in general use in their particular localities, and many report success in establishing such high-grade items as hybrid rhododendrons, azaleas, pieris, pink dogwood and French lilac."

In addition to the continuing demand for lining-out stock from nurserymen and florists, Mr. Staton notes a marked trend to using nursery stock in new fields. For instance, it has been found that gardening and nursery work have been most beneficial for the successful treatment of mental cases at various institutions, and this spring Possum Hollow Nurseries made several large shipments to neuropsychiatric hospitals throughout the country. Regarding this Mr. Staton wryly comments that the old adage of "a strong back and a weak mind" as being the special talents of the average nurseryman may be twisted a bit to read that "the strong back may cure the weak mind."

Reports Shortages of Sizes

Reporting from Maryland, C. Willard Stoner, Westminster Nurseries, Westminster, affirms that 1954 was as good as if not better than 1953, as far as spring business was concerned. The demand ran strong for ornamentals, he states, but in view of a general shortage of good finished stock of many of the more popular varieties, the firm's customers in many instances were accepting either larger or smaller grades, and toward the end of the season the concern had to substitute different varieties.

"We experienced our usual difficulty with weather," Mr. Stoner declares, "and with a labor shortage, which play an important part in our ability to render prompt service, but looking back after the season is closed, we feel that in most cases our customers were satisfied with our service and the quality of merchandise supplied.

"It is our opinion that the coming

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CONTROLS THE SUN

fall and next spring will bring a good market, with quality ornamentals still in short supply and with prices remaining stable, about as they are now. In view of the increasing costs of operation, we do not see how it is possible to effect any reductions at this time."

The firm is maintaining a normal planting program, but has refrained from stepping up its production in large proportions as the management believes it is not possible to anticipate market conditions four to six years in advance.

Best Cleanup in History

From Selbyville, Del., H. J. Timmons reports for Buntings' Nurseries that they have just experienced the best cleanup in the history of the business.

"Generally speaking, our labor situation has been altogether satisfactory this spring," Mr. Timmons adds, "and we have been able to complete our spring plantings on schedule, with weather conditions favorable for newly planted stock. We have good stands on all spring-planted material."

The firm anticipates having its usual supply of nursery stock next season, with no item in overproduction. It is expected that some vari-

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plastic bags 10 in a carton

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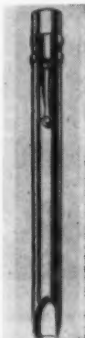
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Used for over 20 years to reduce wilting and setback of transplanted broad-leaved and coniferous evergreens, deciduous trees, flowering shrubs, etc. Safe on plant tissue; paint or spray it. Extend transplanting and landscaping through hot weather.

55-gal. drum . . . \$63.25 30-gal. drum . . . \$37.50
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All prices F.O.B. Philadelphia, Pa.

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eties of fruit stock will again be in limited supply, and there will not be enough to meet the demand.

Mr. Timmons advises that members of the firm are "quite optimistic concerning prospects for next season, since we are now winding up one of the most profitable seasons in the history of our business."

Fall to Spring with Little Letup

E. M. Quillen advises from Waynesboro, Va., that Waynesboro Nurseries' shipping season from fall to spring extended from October, 1953, to May, 1954, almost without letup in one of the busiest seasons experienced by the firm. Mr. Quillen states:

"During the past six months the largest volume ever was handled with little friction. This was partly due to almost no interruption by rain or frozen ground, but largely to better organization."

Fruit trees and berry plants were in strong demand, Mr. Quillen notes, and moved at somewhat better prices than in previous years, although the firm encountered some unusually low fruit tree prices being quoted by commercial growers. "Nevertheless," he states, "our fruit trees cleaned up at prices above those of a year ago. There was a great demand for ornamentals, and shade stock was extremely scarce."

Slow freight and prohibitive express charges have been overcome by the operation of a fleet of trucks by Waynesboro Nurseries.

Ornamental planting in the nursery has been stepped up considerably during the past two years, but sales have kept pace, and no surplus is expected in the near future. The increase in ornamentals made necessary the purchase of more land suited to broad-leaved evergreens, which are one of the firm's specialties. The supply of fruits coming on for fall and spring is about the same as the past year, but below the past 10-year average, while a strong fruit tree market is predicted for the coming year.

The increased demand for the better broad-leaved evergreens has been accompanied by a dropping-off in demand for some of the coniferous evergreens, especially arborvitae and junipers.

Mr. Quillen states that he can imagine no reason for a lowering of prices, but believes an increase in the price of fruit trees for commercial planting is justified.

An Ohio firm, W. N. Scarff's Sons, New Carlisle, found spring sales averaged 10 per cent better than a

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one



to
150
cubic
yards
per
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Also available in the 150 cubic yard per hour capacity is an "over-the-road" model, powered with a 36 HP air cooled Wisconsin gasoline engine and mounted on four 6.00x16 tires, with tow bar and automotive steering (Model NCYP-EG).

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year ago, according to Howard N. Scarff. The weather permitted digging in late February, and much of the field work was accomplished in a more orderly manner than some seasons permit, with most field planting completed by May 10.

Mr. Scarff notes that the nursery inventory indicates a decided shortage in the larger sizes of both evergreens and shrubs next fall.

Larger Types Desired

Frozen ground delayed digging at Matthews' Nursery, Harbor Springs, Mich., E. C. Matthews reports, although continuing cold weather held most trees dormant beyond May 1, which in part compensated for the late start. Similar weather in the home areas of most customers made late handling quite a normal operation.

"As usual there is demand for more stock in the larger sizes," Mr. Matthews states. "Our growing area is limited to bare-root sizes. To supply large sizes we are transplanting double the usual quantity of small stock. Cultivation is started on increased land areas for growing more landscape-type material to larger sizes."

The growing of potted stock has



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YOU SELL FENCE
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ALL TYPES—From large Estates to Small Homesites.

FOR LONG LIFE—Entire Fence—(both posts and rails) treated with nationally known—
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Place Kapsulate capsule on soil of potted plant and water it. Capsule dissolves, roots take up chemicals, thereby killing or repelling insects that chew on plant. One capsule lasts 4 to 6 months!

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North of Atlanta, Ga., East of Mississippi
25c size, case of 24, \$3.60 (5 capsules per pkt.)
50c size, case of 12, \$3.60 (12 capsules per pkt.)
Easel of 36--25c packets plus 2 only \$1.00 Combination boxes of 24 capsules and 2 1/2-oz. Plant-L-izer. Colorful, self-selling, ea. \$6.50
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\$1.25 Combination Box 75c, \$9.00 case of 12.
2 Refill Strips of 18 each--25c packets...\$5.40
Easel less \$1.25 Combination Boxes...each \$5.65

Write for name of nearest distributor or order direct.

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OR RACK
TYPE**

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ULLMAN CLEAT

Strong, reliable, protects flowers from damage in transit, satisfies customers and insures better prices. The Ullman cleat grips sides of box, holds stems to bottom. Send for prices.

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been started by the Matthews' Nursery in a limited way.

Concluding his observations on business conditions, Mr. Matthews notes that "most growers continually change and improve methods to counteract advancing costs and where possible to bring about a more favorable relation of quality and price for the customer. This, we think, is a constant aim to permit survival in the trade."

Perfect Combination Rare

"The perfect weather, help and demand combination seems to be hard to get," H. W. Kleine, Newport Nursery Co., Newport, Mich., pointedly remarks. "This year was no exception. The weather was too wet and too cold, with low temperatures continuing late. There has been damage by late frosts, not only to young tender plants, but also to mature ones."

Although he states that he does not feel in any position to make predictions about future prices, Mr. Kleine observes that there are apparently no great changes in the offing.

Impossible to Accept All Orders

W. J. Smart, D. Hill Nursery Co., Dundee, Ill., reports good business the past year, although several shortages occurred in the firm's inventory, making it impossible to accept all orders for some items.

The demand for balled and burlapped items was the same as a year ago, while the demand for lining-out stock was heavier, particularly during the last two weeks of the shipping season.

"The help situation with us has been satisfactory," Mr. Smart declares, "primarily because we are using Mexican nationals. They seem to prove most able."

"Our planting plans for the coming season are heavier than they were a year ago, and in addition we have a heavy schedule in our canning operations. Our experiments last year with this method encouraged us to continue these this year."

Finishing Good Season

Miles W. Bryant, speaking for Bryant's Nurseries, Princeton, Ill., reports that the firm is finishing up a good season, although not quite so good as the concern experienced the past several years. "Even at that," he adds, "we have had one of the best cleanups that we have ever had on everything except roses, on which we have a little too much surplus."

Spring at Princeton began a little earlier than usual, permitting the

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with initial order for six. NOW is the time to stock up for this profitable business. Consult your jobber or write to:

WOLFCREST PRODUCTS

JOHNSON AND WOZNIAK ROADS
MICHIGAN CITY, INDIANA

work to be completed sooner than in a normal year.

"We finished our planting shortly after the first of May on everything except our potted stock. There was, of course, a shortage of shrubs of any size, but we have been fortunate in being able to dispose of almost all of the smaller material we had. Evergreens seemed to move rather slowly the early part of the season but were particularly strong toward the end, and we have cleaned up satisfactorily."

Southern Drought Affects Iowans

From Shenandoah, Ia., G. L. Welch, Mount Arbor Nurseries, reports that because of the drought in the south central states, mail-order business from that area was below normal. As a result, mail-order sales for many Iowa firms may be a little below the preceding year's, although still satisfactory.

Planting and field work, according to Mr. Welch, benefited from unusually favorable weather both last fall and this spring and was completed early. The shipping season likewise benefited from weather conditions and all orders were shipped on schedule. Cool weather in April extended the wholesale season and reduced unsold stock to a favorable level.

"Accounts are being paid promptly," Mr. Welch notes. "This usually follows strong consumer demand at favorable prices. Reports being received indicate that most dealers are optimistic about business for the coming year."

"In our opinion salable stock available this coming year will be about normal, with no serious surpluses in sight. Wholesale prices should continue at present levels as overhead, labor and other costs continue steady."

Tries New Mail-Order Wrap

Kimball D. Andrews, Andrews Nursery Co., Faribault, Minn., states that sales are over those of the preceding year, but costs may also have risen, so that when all the figures are tabulated, the season may be no better from a profit standpoint.

Mr. Andrews reports that the firm used the new mail-order wrap that the mail-order nurseries in Iowa worked out in conjunction with the Iowa experiment station at Ames, Ia. The firm found that it is effective and saves postage.

"It looked to us," Mr. Andrews states, "as though the stock this year, with the exception of roses, was



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• YORK RAKE (Model RE) at work on lawn grading project. Large stones have been removed, and soil is being readied for seeding.

- With only the YORK RAKE (Model RE) and a tractor, landscape gardeners and contractors now can perform most lawn building operations, up to the actual seeding. The Rake takes the place of several other pieces of mechanical equipment, as well as eliminating most hand labor... and pays for itself in a short time.

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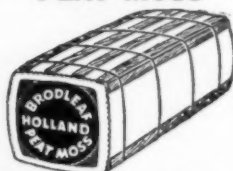
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short. We have never had a year when the stock we had to buy was so poor in quality.

"The demand should be good next year, and I imagine the supply of stock is no more than last year and probably a little less. Because of this, I do not feel that we should cut prices and force the nursery business into a tailspin, when each year expenses are climbing higher and higher.

"The nursery business should be good for many years due to the extensive building and the fact that each year more people are becoming planting-minded. In the older sections of the United States, for instance the east, people plant more than they do in the midwest, and each year we find more people in this area are becoming gardeners."

Mr. Andrews predicts that the publicity program of the American Association of Nurserymen will begin to have a greater effect on sales, and he recommends that each nursery utilize the advantages of publicity outlets to widen public interest in gardening.

Good Demand, Favorable Weather

Another Minnesota nurseryman, Gordon Bailey, J. V. Bailey Nurseries, St. Paul, Minn., also reports a favorable season, equal to or better than the 1953 season. He reports a somewhat late spring, with temperatures somewhat below normal but with moisture conditions beneficial throughout the entire season.

"This has resulted in a good demand for stock," Mr. Bailey states, "and we can expect better results with the stock we have delivered as well as the stock that we have planted in our own nursery.

"I believe that our own supply of stock coming off for the 1954-55 season will be about equal to the present year's crop, and, as far as I know, the plantings of other nurseries in this area are about normal. We do have, however, one item that we are going to be extremely short of next year that has always been in long suit with us, and that is spruce trees. We will have a normal supply of lining-out grades of spruce, but our supply of specimen stock will be low."

ADDITIONAL REPORTS FROM SOUTH AND WEST

Late reports received from wholesale nurserymen in the south and west provide additional insight into conditions of the past season and in-

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The unique side-drainage feature in the MENNEPOT makes waterlogging impossible while standing in the salesyard.

Size 0	Top . . . 4 ins. Bottom . . . 3 1/2 ins. High . . . 4 ins.
Weight per 100	
Regular 10 lbs., Heavy 25	
Regular Weight Price	
100 . . \$2.75 1000 . . \$25.00	
Heavy Weight Price	
100 . . \$3.75 1000 . . \$35.00	

Size 1	Top . . . 6 ins. Bottom . . . 5 ins. High . . . 6 ins.
Weight per 100	
Regular 15 lbs., Heavy 35	
Regular Weight Price	
100 . . \$4.00 1000 . . \$37.50	
Heavy Weight Price	
100 . . \$5.25 1000 . . \$50.00	

Size 2	Top . . . 7 ins. Bottom . . . 5 1/2 ins. High . . . 9 ins.
Weight per 100	
Regular 24 lbs., Heavy 55	
Regular Weight Price	
100 . . \$4.50 1000 . . \$47.50	
Heavy Weight Price	
100 . . \$5.75 1000 . . \$55.00	

Size 3	Top . . . 8 1/2 ins. Bottom . . . 6 1/2 ins. High . . . 9 ins.
Weight per 100	
Regular 30 lbs., Heavy 70	
Regular Weight Price	
100 . . \$5.00 1000 . . \$47.50	
Heavy Weight Price	
100 . . \$6.25 1000 . . \$60.00	

Size 4	Top . . . 8 1/2 ins. Bottom . . . 7 ins. High . . . 8 ins.
PAN	
Weight per 100	
Regular 30 lbs., Heavy 70	
Regular Weight Price	
100 . . \$5.00 1000 . . \$47.50	
Heavy Weight Price	
100 . . \$6.25 1000 . . \$60.00	

Size #5	Top . . . 12 ins. Bottom . . . 10 ins. High . . . 12 ins.
LG. POT	
Weight per 100 250 lbs.	
20 . . \$30 ea. 100 . . \$27.50	
500 . . \$125. 1000 . . \$225.	
*Special for extra-heavy trees and large shrubs.	

500 of a size takes 1000 rate in sizes 0-1-2-3-4. Regular-weight pots packed 100 and 200 per carton in sizes 1-2-3-4. Size 0, 250 only. Heavy pots are packed 250 per carton in size 0; 100 per carton in size 1; 50 per carton in sizes 2, 3 and 4 and 20 per carton in size 5. NO BROKEN CARTONS.

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dictate the possible future state of business in these areas. (See June 1, 1954, American Nurseryman for other reports.)

Arp Nursery Co., Tyler, Tex., has experienced complete storage cleanup of rosebushes and good sales of pecan trees, according to Clark Kidd, of the concern. The rosebushes were of the best keeping quality in several years, Mr. Kidd declares, and new planting replacements were negligible, a relief after successive seasons of freeze and drought.

"AARS winners' sales led other rose varieties," he notes, "and add some market strength where faulty distribution creates depressing prices of older and lighter grade roses.

"Pecan trees, though limited in geographical distribution, are now popular landscape material, fortunately, since oil operators who own the land won't add to the income tax burden on their children and children's children by assuring abundant production aboveground. Few new groves are being planted. The supply of trees below seven feet tall may just about meet the 1955 demand. Larger trees are ready for market in quantity for the first time in 20 years."

With rain, west Texas is "more cheerful," Mr. Kidd observes, and, generally, collections are better than in 1953. He deprecates the deception in some advertising of Texas roses.

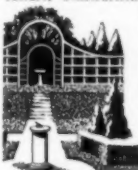
"Dallas agencies," Mr. Kidd re-

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J. L. Morcau, Jr., of N. J., says: "The time and money I spent on the course has paid for itself many times over. It advanced the organization of my own business by several years."

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1 1/2 x 1 1/2 x 18 ins.	64 18	8.96 8.40
2 x 2 x 18 ins.	36 18	6.30 5.90
2 x 2 x 24 ins.	36 24	9.00 8.50
2 x 2 x 30 ins.	25 22	10.00 9.50
2 x 2 x 36 ins.	25 25	11.75 11.00
2 x 3 x 36 ins.	9 20	9.00 8.50
2 x 3 x 48 ins.	9 27	12.15 11.50
4 x 4 x 48 ins.	4 22	9.36 9.00
4 x 4 x 60 ins.	4 27	11.76 11.40

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ports, “follow the lead of New York and St. Louis agencies. The post office department is interested in an abstract way. Texas Rose Growers Association directors, unanimous in condemnation, speak softly.”

Sales Slower

From Portland, Ore., Julia Hausch, of Roseway Nurseries, reports that business this season was slightly under that of the previous year, with spring sales a bit slower, and reorders fewer. She observes that retailers were apparently tightening up and selling the varieties they had on hand instead of reordering. She states:

“Labor is plentiful in this area. There was a late frost May 1, but our fields escaped injury, and during the recent warm weather the roses have been making excellent growth. We expect to have a normal crop—no increase. We cut our planting of cuttings last fall about 10 per cent.”

Broad-Leaved Demand on Climb

The demand for broad-leaved evergreens is still on the climb, according to John Mitsch, Mitsch Nursery, Aurora, Ore., although the general demand was about the same as the previous season. The supply of conifers, he adds, was a little long. He further reports:

“Azaleas are moving well, especially the newer, hardier Glenn Dale and Gable hybrids. We have listed quite a few of these varieties in our wholesale catalog the past two seasons and expect to add several more next year.

“Prices have been lowered the past season on several items because of larger production and cheaper methods of production. Prices for the coming season are expected to be about the same, and supply should be adequate on most items.”

DAFFODIL SOCIETY ASKS MATERIAL

The American Daffodil Society, formed this spring, is launching a publication devoted to daffodils and is in need of suitable material. Reports of best winning varieties at shows, tests of novelties, tips on how to use daffodils in pleasing combinations with other garden flowers, how to grow exhibition blooms, reports on garden tours, famous collections, are typical of suitable subjects.

Articles for the daffodil bulletin may be forwarded to Paul F. Frese, editor, Popular Gardening, 369 Lexington avenue, New York. Mr. Frese is chairman of the society.

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